

*Starckroom*

# Laundry Journal

First in the Laundry Industry Since 1893

FEBRUARY, 1959

## PRE-CONVENTION ISSUE

Complete A.I.L. program and listing of exhibitors



**TV ADVERTISING** is just one phase of Rapid City Laundry's Honor Winning story on route sales promotion. See page 18



**LINENS FOR HIRE:** Renting shirts, sheets and pillowcases has many advantages as a sideline service. Case history on page 32

A REUBEN H. DONNELLEY PUBLICATION

**Q** CAN LABOR  
COSTS  
BE CUT  
IN YOUR  
WASHROOM?

**A**

Definitely! If your production rate is a mere 350 to 600 pounds per operator hour, you can turn 40-60% of your labor cost into profit! For with **WASHEX** one man's production rises to over 1,000 lbs. per hour — *washed and extracted.*

**Q** CAN MORE  
PRODUCTIVE  
FLOOR SPACE  
BE GAINED  
IN YOUR  
WASHROOM?

**A**

Definitely! Up to 40% more space can be gained over conventional washers with separate extractors by installation of a laundry **WASHEX**. What's more, aisles are no longer blocked with extractor baskets, and floors are no longer wet and sloppy!

**Q** CAN SAVINGS  
BE MADE IN  
WATER, FUEL  
AND SUPPLIES  
WITHOUT  
AFFECTING  
THE QUALITY  
OF THE WASH?

**A**

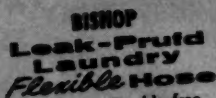
Definitely! Two rinses in a **WASHEX** accomplish the same result as five rinses in a conventional washer—even a sud may be eliminated! Result: Savings of at least 60 gallons of hot water per 100 lbs. with corresponding savings in fuel and supplies, plus a considerable saving in wash time.

**WASHEX** for laundries are available in 220 to 600 lb. capacities.  
Write for more information contained in Bulletins T-271 and T-284.

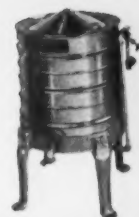
**WASHEX MACHINERY CORPORATION**

• 192 BANKER STREET, BROOKLYN 22, N.Y. •

**Cut costs — boost production and profit**



Made of stainless steel. No rust, corrosion. In 3 sizes: B2-5 (2) 22" x 34" x 25" deep; B2-13 (3) 26" x 36" x 25" deep



**All copper, double-walled permanently insulated. In 3 sizes: (15-gal.) B3-2, (25-gal.) B3-5, (50-gal.) B3-11.**



**Fits every hand smoothly, comfortably. Just grab it, squeeze it! Instant action! Lightest . . . Fastest . . . Easiest to operate!**



Saves time and supplies. Galv. steel in 3 sizes: (30-gal.) B6-1, (60-gal.) B6-2, (100-gal.) B6-3.



Heads tilt over board; no reaching. B5-18X (shown): #3, #22, #52 heads, spray iron, spray gun.



**SAVE \$1,000 Annually**  
(and 50% of sorting time) **per Shirt Unit!**

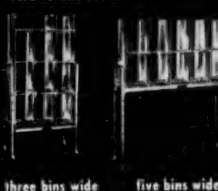
# Sort at the Folder

**with BISHOP**  
**SHIRT-BIN UNITS**  
**for Any Lot System**



Model B29-11

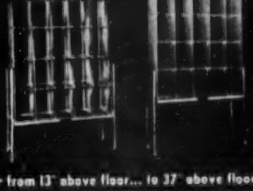
For finished work. 26" wide  
x 18" deep x 64" high.



three bins wide      five bins wide



from 13" above floor... to 37" above floor



- from 13" above floor... to 37" above floor

Cut handling  $\frac{3}{4}$ ; fold up to save space. All steel. In 2 sizes: B29-50 (for 50 shirts); B29-100 (100 shirts).



10-Bin Unit  
B29-10101

OPERATOR SORTS AS SHE FOLDS...  
BUNDLES ARE THEN READY FOR WRAPPING

**Sid** goodbye to the shirt-sorting department . . . its labor, its space, its walking and handling. Stop mix-ups, losses, service delays. Now your folders can do the sorting—faster, better, more economically, and give you 50% more sorting—with Bishop Folder-Sorters. You save at least one handling per shirt. Bundles go direct from folder to checker-wrapper without in-between handling that causes losses and breaks down quality. With a Bishop 10-Bin, 15-Bin or 20-Bin Folder-Sorter at each shirt table, your folders sort as they go—without loss of folding production, with fewer sorting errors—and cut hours per day from bundle-processing time. Users report lower claims, improved quality, faster service, with reduced labor cost. Savings amount to over \$1,000 yearly for each shirt unit!

**FOR SHIRTS ONLY (BINS 10"  
WIDE, 15" HIGH, 18" DEEP)**  
10-Bin Unit, Model 829-10108  
10-Bin Unit, Model 829-10101  
15-Bin Unit, Model 829-15101  
20-Bin Unit, Model 829-20101

**For Shirts & Wearing Apparel**  
(BINS 13" WIDE x 15" x 18")  
10-Bin Unit, Model 829-10138  
10-Bin Unit, Model 829-10131  
15-Bin Unit, Model 829-15131  
20-Bin Unit, Model 829-20131

## ORDER NOW FROM YOUR JOBBER

## REVOLVING SORTER

50 bins in arm's reach to sort twice as fast in half space. Turns at flick of finger; holds 500 shirts. Won't tip. No. B26-10.



**BISHOP DAVID FREEMAN CO.**

WATER, IVANHOE, NEWTON, U.S.A.

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VOL. 66, NO. 2

FEBRUARY 1959



PUBLISHED MONTHLY SINCE 1893

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## The Line's Busy

Laundrymen everywhere are talking about Dupont Laundry's telephone follow-up program for recovering lost customers. (Just in case you missed it, check your last October issue which carried this and other prize-winning stories in STARCHROOM's Parade of Progress contest.)

Here's some additional information on the subject which was brought out during the Tri-State Laundryowners mid-winter meeting in Washington, D. C.

It takes about 15 routes to keep one girl busy making follow-up calls on a full-time basis. A plant with few routes might consider enlarging the job to include handling complaints and soliciting new customers.

In one case cited, a small-plant operator hired a part-time girl to make the calls from her home at odd hours of the day and night. (This seems to be an ideal way for reaching those who are working during normal business hours.) The route books were dropped off Monday evenings and picked up the following Wednesday. And the girl was paid so much per completed call.

In hiring for this job, the age of the applicant is not especially important. But a mature woman with some experience in dealing with laundries as a customer has a natural advantage.

Of all the qualities, a pleasant voice was regarded as most important and interviewing the applicants by telephone would seem to be a logical way to screen them.

Former telephone operators, of course, have been earmarked as the most likely candidates for the job by plantowners who want to get a telephone follow-up program off to a good start in a hurry.—Henry Mozdzer

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NEW "CONCEPT" IN PRESS COVERS

OUTPERFORMS ANY OTHER PRESS COVER

ON THE MARKET...IT'S BY GIBRALTAR

# RESINTEX 100

## LONG LASTING

Guaranteed to last at least 12 weeks  
in actual operation

ALL RESINTEX 100 PRESS COVERS are equipped with a new type draw cord that will last for the life of the cover.

★

RESINTEX 100 is available with SKIRTS or PUNCHED HOLES. Also available by the yard.

**TOUGH** — Stands up under any production schedule.

**FLEXIBLE** — Has plenty of resiliency and "give".

**CONSTANT QUALITY** — Due to quality control, possible because finishing operations are done in our own plant.

**ABRASION RESISTANT** — Tough fibers made tougher by Gibraltar finishing.

**FINELY WOVEN SURFACE** — Gives your work a plus... smoother ironing.

*Sold Through Leading*

*Distributors Everywhere*

**GIBRALTAR  
FABRICS, INC.**

254 — 36th Street, Brooklyn 32, N. Y.

# NEW PRODUCTS and LITERATURE

## Machines to Sell Soap



Vending machines to dispense packages of laundry products for coin-operated laundries are a new development at Marlyn Chemical Company, Lakeview, Ohio.

The makers have introduced packages of Lo-Suds, Safe-White Bleach and Lumar Fabric Softener and special machines to vend them at 10 cents each. The packages have two compartments, each holding enough for a 9-pound washer load.

According to W. K. Luse, Marlyn vice-president and sales manager, both single and double-column machines are being provided, the single holding 18 packages and the double 38. The former is recommended for Lumar and Bleach and the latter for Lo-Suds. Decals for

labeling each machine with its contents are also provided.

## New Press Pad Literature

American Felt Company has announced a booklet on its new Nylopress Pad for laundries. Nylopress pads, constructed of Feutron, American Felt's line of mechanically interlocked synthetic fiber felts, are being introduced to laundries in several standard weights or manufactured to individual plant specifications. Rolls or cut pads are available from distributors.

Recently completed field tests, according to the manufacturer, indicate superior resiliency, heat control and long life, as well as the economical advantages of a semi-permanent laundry press pad. The new booklet contains swatch samples of Nylopress and details on weights and operating features. Jobbers and plant-owners are invited to write American Felt Company, General Offices, Glenville, Conn., for copies and further information.

## Pantex Midget Boiler



A new midget-size boiler for high-pressure steam has been introduced by the Speedylelectric Division of Pantex Manufacturing Corporation.

Made for plug-in operation

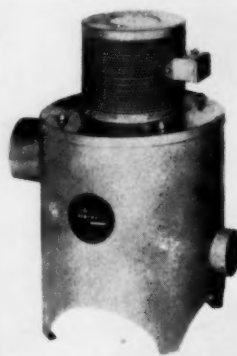
on 115. and 230-volt circuits, the Series R model is readily convertible to a steam-jet cleaner by means of an accessory kit consisting of a steam gun, 12 feet of steam hose and 6 feet of detergent hose with strainer.

The manufacturers claim that the four single-phase models available in the R series combine simplicity, safety and self-regulating features plus the advantage of precise current control. They point out there are no tubes to scale, clog or burn out.

The Series R Speedylelectric generates steam to 250 p.s.i.g. and temperatures to 405° F. Also available from Pantex are larger capacity steam generators for pressures to 500 p.s.i.g. and temperatures to 470° F.

For further information write for Bulletin SG 200 describing the new Series R, and Bulletin SG 100 for larger models, Pantex Manufacturing Corporation, Speedylelectric Division, Pawtucket, R. I.

## Little Giant Air Vacuum



A new air vacuum machine, said to be half the size of an average one, is being offered to cleaning plants by L. Behrstock Company under its trade name of Gross Star.

Called the Little Giant Air-Vac, the new air vacuum is 19 inches tall. According to the manufacturer, it can easily fit under a pressing machine table and is so light that it can be lifted and moved by hand. The new machine is powered by super-twin turbines that whirl at 13,000 r.p.m. and deliver enough vacuum to serve from one to three machines in one hook-up.

The reduction of steam production means a further saving with the new vacuum, states Al Behrstock. It plugs into any standard AC or DC 110 outlet drawing 9.7 amps.

According to Mr. Behrstock, motor replacement can be done in the plant with a screwdriver. Spare motors will be immediately available from Gross Star distributors.

For further information write to L. Behrstock Company, 1706 S. State St., Chicago, Ill.

## Diaper Service Aids



A new colorful line of plastic nursery hampers and pails has been introduced by Loma Plastics, Inc., for use by laundry and diaper services across the country.

The polyethylene plastic sets are designed with tight-fitting covers and new molded-in odorant holders. They are guaranteed by the makers not to retain unpleasant odors. In addition the sets are said to be non-scratchable, nonchipping and noiseproof.

Made in nursery pastels, the hamper, left, pail, right, and tub sets range in size from 14½ to 24½ inches in height, the largest weighing less than 3 pounds.

For additional information write Loma Plastics, Inc., 3000 W. Pafford, Fort Worth 10, Tex.

## Mending-Tape Dispenser



Lucas Products Corporation is now offering its Iron-on Fabric Mending Tape in an improved dispenser package. The dispenser pays out only the ma-

*Continued on page 92*

## YOUR REQUEST

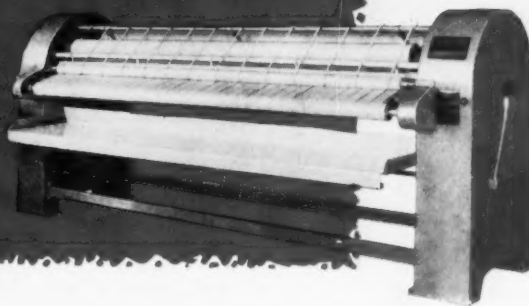
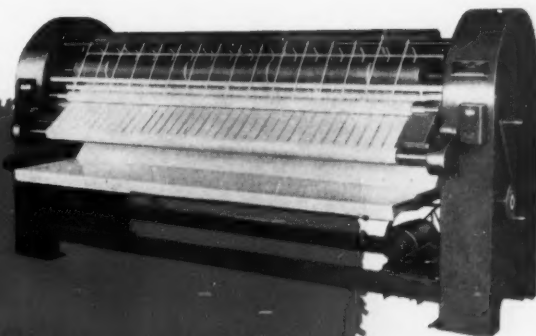
for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention STARCHROOM LAUNDRY JOURNAL.



# SEEING is BELIEVING!



**ONE LOOK  
IS WORTH  
10,000  
WORDS!**



It's hard to describe superior ironer performance—you've got to see it to believe it. That's why we invite you to see the complete new line of Chicago Flatwork Ironers at the National Institute of Dry-cleaning Exhibit and Convention, March

5 to 8, at Atlantic City. We'll see you at Booths 425-429. We suggest you attend the American Institute of Laundering Convention and stay over and see the NID Exhibits.



## **CHICAGO DRYER COMPANY**

**2212 NORTH PULASKI ROAD • CHICAGO 39, ILLINOIS**

*Contact Your Machinery Distributor or Write for Literature Today*

# The Saga of the Three Bears....

*This cover's too stiff. It won't drape, causes too many wrinkles and is priced much too high for its performance.*

*This cover is cheaper but it's too thin and doesn't last very long. It costs too much to change.*

*This cover's just right. It's not too stiff, gives a better finish, lasts much longer and is priced right.*

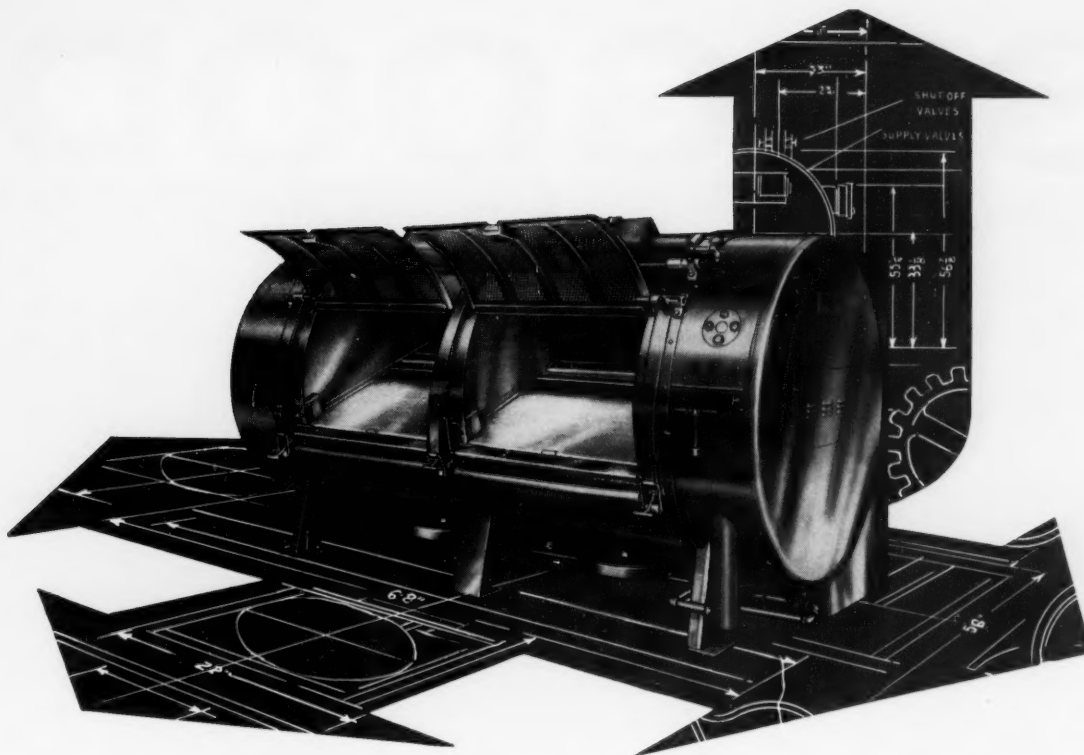


**See our products on display  
at Booth 817 N.I.D. Convention,  
Atlantic City, N. J., March 5-8, 1959**

Just like the 3 Bears, pick the cover that's just right for you—and ask for JAYTEX. You can be sure of its quality because it's a product of JAYSON'S, manufacturers of the nylon nets with the "GROMMETED EXTENSION TAPE" (Pat. Pend.). For more detailed information write to Jayson's, 5428 Wyalusing Ave., Philadelphia 31, Pa.

*Please give make and model No. of machine or dimensions of bare buck.*





## The hidden dimensions **IN LAUNDRY MACHINERY**

Beyond the blueprints and floor plans, behind the specifications and cost figures, there are other important dimensions to be considered in the purchase of laundry machinery. These are in large part measures not of the machine, but of its manufacturer.

Troy, as the nation's oldest manufacturer of power laundry machinery, is proud of the way it has measured up in integrity and service during its 90-year history. The company holds an enviable reputation for truly objective surveys and equipment recommendations. In addition, Troy's nationwide sales and service representation with adequate stocks of genuine repair parts assures buyers of continuing satisfaction with the performance of Troy equipment. The company's program of pioneering research and development of new equipment is unsurpassed in the industry.

These are a few of the reasons why buyers can continue to look with confidence to Troy's complete line of quality laundry machinery.

# Troy<sup>®</sup>

**LAUNDRY MACHINERY DIVISION**  
American Machine and Metals, Inc.  
EAST MOLINE, ILLINOIS

See Us at Booths  
815-816 at the N.I.D.  
Convention — Atlantic  
City, March 3-8

# SO GOOD

"We can press up to 28,000 shirts  
with a single **NYLOPRESS\*** pad...  
more than double our previous  
production per pad!"

—MILTON MILLER  
Miller's Same Day Cleaners  
Port Chester, New York



**NYLOPRESS  
PADS** *by*



# ...it's almost unbelievable!



## "CUSTOMER SATISFACTION IS OUR GOAL!"

"We've built our business with top-quality cleaning and laundering," says Mr. Miller, "and we're expanding all the time."



## "AND PRESS PAD LIFE IS IMPORTANT . . ."

"Yet like every progressive firm, we're constantly on the alert for ways to do a better job for less . . . to achieve peak efficiency."



## "NOW WE'RE SURE OF BOTH . . ."

"Today we can press 4800 shirts a week—beautifully—and maintain that rate on a single machine for 3 to 6 weeks!"



## "WITH AMAZING NYLOPRESS PADS!"

"NYLOPRESS is superior to anything I've ever used!" NYLOPRESS resists heat—maintains resilience longer—is perfect for dry-cleaning presses, too!



... in standard widths  
or special sizes!

\*T.M. American Felt Company

February, 1959

## BONUS!

NYLOPRESS MEANS BETTER  
PRODUCTION AT LESS COST!

## Ask Your Distributor

Get the full facts from your distributor now! He can supply NYLOPRESS pads in standard widths to 54 inches, or to meet special requirements.

## MAIL THIS COUPON TODAY!

AMERICAN FELT COMPANY, Glenville Rd., Glenville, Conn.

Gentlemen:

Please rush information about cost-saving NYLOPRESS pads.

Name \_\_\_\_\_

Company \_\_\_\_\_

Type of Plant \_\_\_\_\_

Address \_\_\_\_\_

# Starchroom Editorial

---

## See you at the Show!

It isn't too early to make your final plans for attending the American Institute of Laundering's 71st annual convention which is now less than two weeks off. The actual dates are March 2-4 and the place is Atlantic City.

You will see and hear three of the top prize winners in STARCHROOM LAUNDRY JOURNAL's Parade of Progress contest tell their stories from the convention platform and have a chance to question them for more details. Be sure to watch for them. They are Bill Katz of Washington Laundry, Evanston, Illinois; John Witherspoon of Dupont Laundry, Washington, D. C., and (Mrs.) Marjorie Dobbs of Monarch Laundry, New Haven, Connecticut.

In addition to our winners there will be other outstanding plantowners and guests. Some will talk on all manner of sideline services—which have worked for them—from shoe repair to shirt rental. Others will throw new light on the wash-and-wear problem and how to improve route and store operations.

You will also want to hear the dramatic presentation by a panel of laundrymen who are successfully applying the principles contained in the Motivation Research Study sponsored by the professional laundry industry.

For the detailed program of activities see page 65 in this issue. You will agree that there is something here for everybody.

There will be no AIL equipment and supply exhibit as such this year. But there will be a National Institute of Drycleaning convention and exhibit on the heels of the AIL show. The exhibit will feature a complete line of laundry and drycleaning products as displayed by more than 200 allied trades firms. So plan to take it in.

Remember: AIL convention March 2-4; NID convention and exhibit March 5-8.

**Count down:** The Bureau of Census last month started mailing out economic report forms to all business establishments which had paid employees during 1958. (Others will be obtained from income tax returns.)

Thanks to improved electronic computing equipment, the Bureau expects to publish a preliminary report on these censuses before the end of 1959, and the final report by 1960. This means that the information will be made available just about a year earlier than was formerly possible.

The important things for the laundryowner to remember are (1) that there is a law which says he *must* fill out the reports, and (2) within a specific time.

**There are two versions** of the form, one for single-unit companies and the other for multi-unit firms. If you have only one outlet, then you will be asked to return the completed form within 20 days after receiving it in the mail. If you have more than one the time limit is 30 days. In either case additional time may be granted but it's best to get it in as early as possible.

All of the report forms in these economic censuses are to be returned directly to the Bureau of the Census facility at Jeffersonville, Indiana, where they will be processed for tabulation. It is estimated that a total of about 2½ million report forms will be involved.

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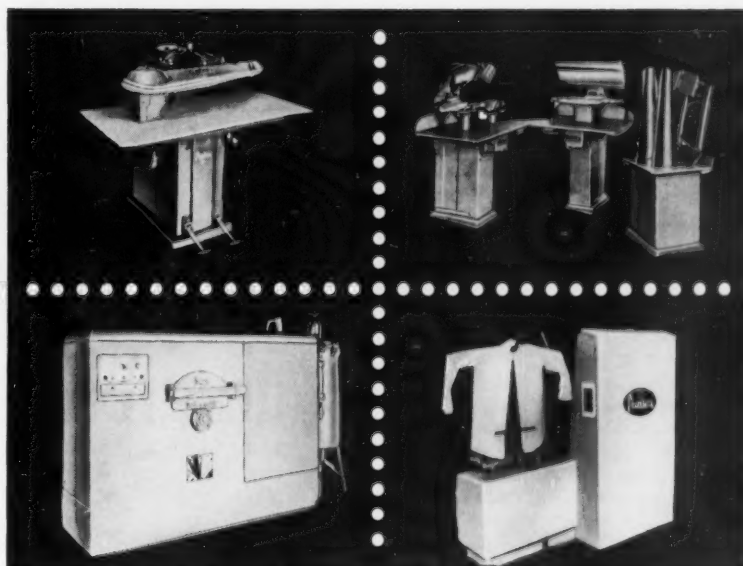
year after year—  
hundreds of operators

# BOOST PRODUCTION

as much as **40%**  
using the **COMPLETE PANTEX LINE**

want proof?

—here's how—merely by using a balanced production layout (provided free by Pantex) that includes the famous *Perk-O-Matic* (the industry's simplest-operating drycleaning unit) and the Pantex "Hydro-Air" Press (the industry's dependable, high-speed production press) plus—other fast, cost-cutting Pantex equipment such as the "Shirt-O-Matic" Cabinet Body Press! For proof of the possibilities in your plant, write today.



Pantex Layout Service has long been known as the finest, most authoritative source of cost-cutting production techniques in the industry... yours for the asking!



## Pantex

See famous Pantex profit-producers at the A.I.L. & N.I.D. Exhibits Booth #657-664 and 707-714, Atlantic City, March 3-8, 1959.

**MANUFACTURING CORPORATION, Pawtucket, R. I.**

*Here's a million-dollar plant  
with all the latest equipment and facilities . . .*



Months of planning and preparation went into making West Point's new laundry the most modern and efficient possible. But, as it later turned out, the most important element of production was overlooked

*Honor Winner* ★  
**PARADE OF PROGRESS**

*It couldn't meet  
its work schedules until  
management realized . . .*

## **Production Means People**

★ **By THOMAS W. IRWIN**

*Quartermaster Laundry and Dry Cleaning Plant  
U. S. Military Academy, West Point, New York*

IN JANUARY 1957, our plant was operating under a million-dollar roof. The roof didn't cost that much but the facilities to produce laundry did.

These facilities included spacious work conditions, short flow lines, the most convenient layout possible, excellent ventilation, lighting and clean-

liness. It was the ideal situation for producing laundry work.

Business was no problem as our clientele was obliged to send laundry on a weekly basis. It was truly the dream of any commercial laundryman.

*But in all the fanfare of modern machinery, layout, work conditions*

*and progress, the most important factor was neglected—the human element.*

In moving from an antiquated building featuring poor work conditions and sweatshop practices, the human element did not respond as anticipated. Response was not forthcoming

even after the shakedown period was over. Training periods, encouragement and education were part of the readjustment program, but after many months the problem remained. The new plant was faced with bottleneck conditions and backlogged work. The problems created were unexplainable.

What was the answer to the problem? Machinery was modern, new and efficient. Layout was short, simple, and all the principles of simplification were applied. The work conditions were ideal; in fact, the best in the state. Wages were higher than those paid by all competitors in the vicinity, promotions from within were encouraged, and a study indicated no major problems in this category.

What was the answer to our problem? Production was discussed with many representatives of the industry. Industrial engineers were contacted but to no avail. The problem appeared to be one that had to be lived with. The problem of a million-dollar building and a 10-cent productive line started the clientele thinking in terms of a laundry Frankenstein.

The usual methods of injecting a propelling factor into the line were

dismissed, as wage incentives, bonus and the like are not part of Government operational policy. It soon appeared that we had a unique problem.

Taking stock of the assets and the liabilities, it was discovered we had a terrific investment in a new building, hundreds of thousands in new machinery, all the tools to work with but we failed to impress the most important factor—the people who operate the machinery.

Typical of all line workers in this business, they had been categorized as a group that could not seek employment elsewhere. This impression of being working outcasts had been carried into a modernized establishment and they followed, true to form, by living up to their reputation.

All the facilities failed to impress them. As individuals, they became the key factors in production. Faced with this realization, a program to individualize and acknowledge status was planned.

Armed with a knowledge of the organization and its personnel histories, the best approach to the problem was to make an attempt to satisfy one of the basic needs of a productive worker.

That was to recognize and satisfy the egoistic need of the individual. An attempt was made to satisfy the major on-the-job motives; that is, to offer economic security, emotional security, recognition, self-expression and self-respect.

#### The West Point plan

A plan was formulated to include everyone in the organization. In a plant of 120 employees, naturally some will never respond. The plan included the following: a supervisory forum, a public relations program and a quality-control program. It was decided if the organization produced excellent quality, and individual operations were recognized and publicized, an effort on the part of individual operators would be forthcoming. As previously mentioned, no wage incentive system could be applied and the objective of the plan was to solidify the organization and establish an "esprit de corps."

**Supervisors' Forum:** In the spring of 1957, a supervisory development program was initiated including the usual topics of simplification, personnel handling and general production. The program was established on a timetable basis with many topics reviewed from previous training sessions. These meetings were conducted by management for the staff.

In typical manner, the supervisors discussed various problems with reservations. The lack of group participation was noticeable and newly installed supervisors were reluctant to voice opinions. By September 1957, management had exhausted its topics, and observed small results for its efforts.

It was there that we tried a new approach. Each week the meeting was turned over to a departmental supervisor. The weeks were programmed and the only instructions were that the supervisors talk on the subject they knew best. Each one gave a dissertation on the duties performed in his own department.

The program started slowly, as most had never conducted a meeting, and the first five minutes were usually the most difficult. Each week a new supervisor conducted the meeting and the



**Posted photographs** featuring employees in action on their jobs served to familiarize the public with the operations of a modern laundry. The plant has the capacity for turning out about 50 tons of work a week



Bulletin board in plant's call office proved simple yet surprisingly effective medium for improving both employee morale and public relations, backing up the supervisors' forum and quality program

results were amazing. First of all, to each it gave confidence in himself that he could converse intelligently on his duties. It gave many poise, and it shared the problems and knowledge of the entire organization.

Results in time and ideas were seen almost immediately. Supervisors shared their problems, assisted each other, and by the instillation of confidence required less direction from management. The confidence was quickly passed on to the line worker, who in turn contributed with effort to accomplish the job faster. This phase of the program was so successful it became part of organizational planning with the injection of technical speakers every other month or so.

**Public relations:** While this phase of the program was in full bloom, a public relations program was inaugurated. Through the ages, laundry work has seldom been expressed properly to the consumer. The laundry consumer is probably the least informed consumer in the country. This is evident in conversations with various patrons who still think washing is accomplished by beating the clothes on rocks.

To kill two birds with one stone, a bulletin board was installed in the call office. This board was approximately 4 by 4 feet and hung in a position that patrons could closely observe. In

the center of the board an eye-catching sign stated "Here's How It's Done." Around the sign were placed 8-by-10-inch photos of operators performing their duties.

The photos showed machines and operators in action. For example, the bosom press on a 4-girl shirt unit was taken with the operator changing shirts.

To start this phase of the program, a photographer took 10 pictures. When they were ready for display, six were selected and placed on the board on a Sunday. By 9:00 a.m. Monday morning, many requests were made by operators who did not have their pictures taken.

The pictures that were displayed individualized the operator and operations. This program, like the other, snowballed until the only solution was to have at one time or another a picture taken of every operator. To inflate individual egos, no greater approach can be made than by putting their names in writing or taking their pictures. Copies of the pictures were given to the operators to take home.

The patron reaction was most satisfactory, as the visitors into the plant area increased and more tolerance of mistakes, rewashes and delays was obvious. Line operators discovered their efforts were appreciated, and management was displaying their talents in photographic form. It also

emphasized the fact that management was not ashamed of the type of work or working conditions and was attempting to elevate the job of laundry work and give recognition.

With both phases of the program proceeding nicely the month of December was selected as the "quality control" month.

**Quality control:** Supervisors were given a list of the potential quality hazards encountered in their departments. Through our house organ, the program, its objectives and goals were outlined to all employees.

The selection of quality control as the third phase appeared most appropriate to follow the two previous phases. With a desire to do a job, it seemed only natural to want to do the best job.

With a large portion of employees quality-conscious, it didn't take long to acquire more critics on the production line than we had patrons. There was a definite increase in quality, fewer complaints and claims and more satisfied patrons than before. This program, combined with the supervisory forums and public relations program, had a great effect on the organization.

### Results of programs

We realized increased production. The organization started to function as one unit with everyone taking pride in its accomplishments. Individually, each saw the part and importance he played in keeping the finest military organization "on parade."

Facts and figures mean little to you or me but on-the-spot results were evident. Management surveys established a certain percentage of efficiency based on machinery capacity and all elements pertaining to producing. The organization realized a 15 percent increase in production over one year's time. Quality improvement was indicated by reduction of complaints, gripes and claims, and a better working atmosphere developed.

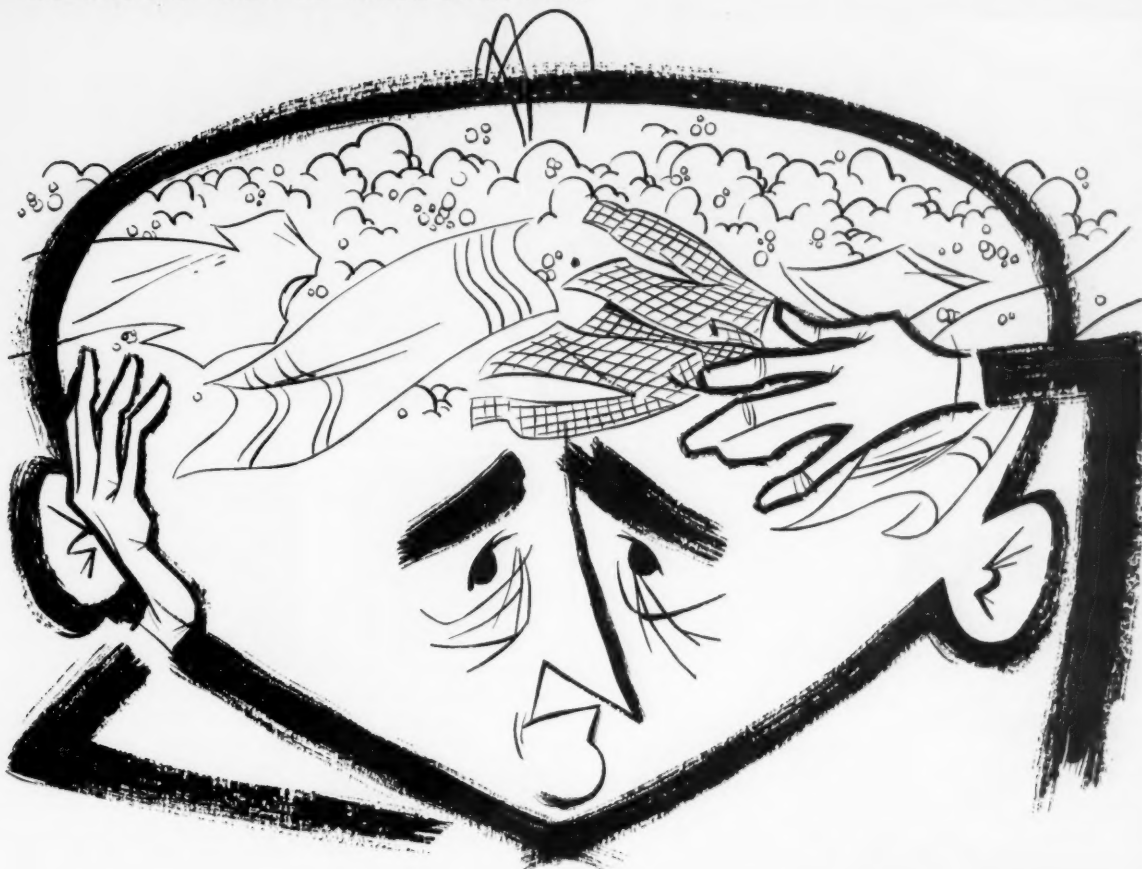
Individuals appeared eager to accept the challenge of the day's output, which was reflected in a shorter work schedule. More conscientiousness was obvious in departmental areas with the rejection of unsatisfactory work and the concern for schedules.

All results and compliments are due to the "Human Element" and its ability to pridefully produce a bundle that is seen all over the world.

Given an opportunity to express initiative, self-expression and self-respect, the individual is prone to production. □□



# WASHOVERS A HEADACHE?



## SWITCH TO OZONITE

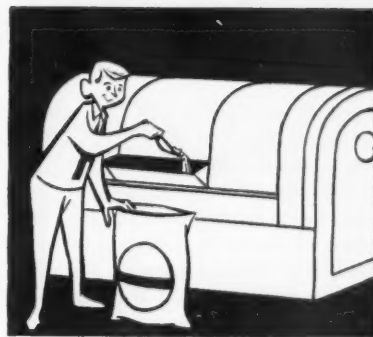
the all-in-one blend that can  
end all your washing problems!

If you want to turn out really clean wash loads with a minimum of washovers, you'll want to try Ozonite.

Factory-built to contain all the necessary washing ingredients, Ozonite is a ready-to-use blend of soap and alkaline builders that never varies in strength or efficiency. This uniform quality assures you of superior soil removal, excellent whiteness maintenance and complete safety to fabrics, *load after load*.

And even in inexperienced hands Ozonite gives you quality control. When your washman sees the proper suds level, he'll know that he has added just the right amount of Ozonite for best washing results.

You can step up production and increase your profits with Ozonite in the washroom. Why not try it soon?



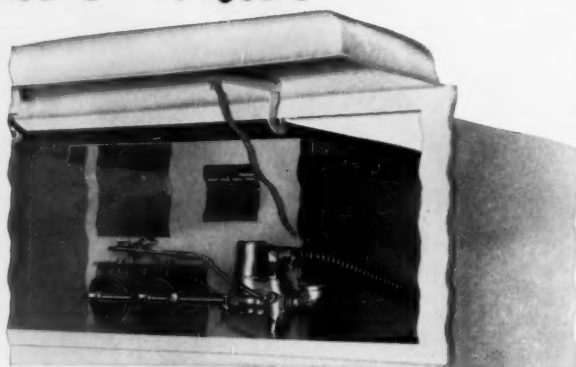
*Procter & Gamble*

Bulk Soap Sales Dept., P.O. Box 599, Cincinnati 1, Ohio

# CHECK! COMPARE!

## Built for unattended round-the-clock service

### It's Fast

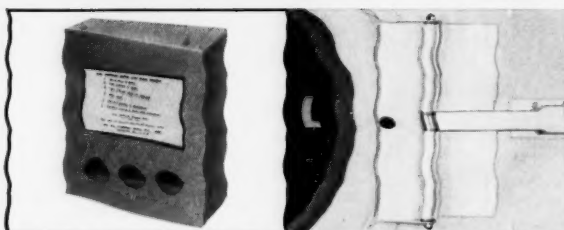


**AN ALL-NEW HEATING UNIT** . . . with two gas burners, each having an input of 80,000 B.T.U.'s per hour . . . is totally enclosed, by **EXTENDED WALLS** of the dryer, to prevent disturbance of gas flame or gas pilot by outside air drafts. A **SOLID**, latched cover, in the extended front wall, has a flanged frame to facilitate in-wall mounting. An **INSULATING WALL**, above the top of the heating unit, eliminates exposed hot surfaces—an added safety for in-wall installations.

Cold air, drawn through the inlet openings and through the space between top of heating unit and insulating wall, collects all cast-off heat . . . preheating the air before it enters the heating unit. **COMPARE** the 120° F. temperature of the insulating wall of the Cissell Dryer with the 400° F. temperature of the top surface of many other dryers and you will appreciate the advantages of Cissell construction. Now, heat is **IN THE BASKET** . . . for **FAST**, efficient drying!

1150 cubic feet of air displaced per minute. This, too, means **fast** drying and quick removal of lint from fabrics. Extra large fan and exhaust duct provide the volume of air required to restore a natural fluffy-softness and freshness to fabrics. Customers note the difference.

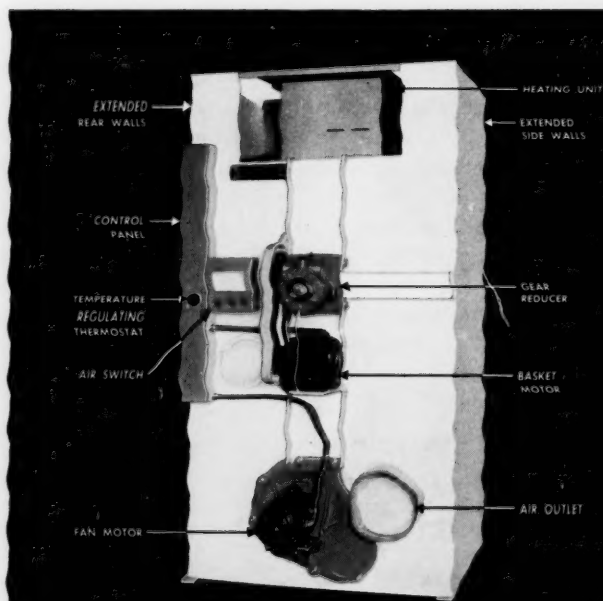
### It's Safe



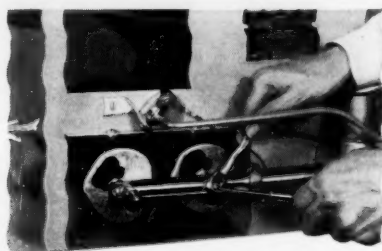
**AIR SWITCH**—(Mounted at rear) **CUTS OFF GAS** when:  
1. Door is opened. 2. Lint Drawer is opened. 3. Lint Drawer requires cleaning. 4. Fan stops. 5. Exhaust piping is obstructed. 6. Exhaust piping is installed incorrectly. Here in one switch is a combination of important safety features . . . a "must" for the unattended store.

**DOOR SWITCH**—Actually a secondary safety feature that **CUTS OFF GAS** and stops basket when door is opened.

**BUILT-IN MOTOR PROTECTION**—Another added safety feature for the Cissell 36" x 30" Gas-Fired Dryer. Two U.L. approved 1/3 H.P. motors (one for basket; one for fan) have built-in Thermal Overload Protection. Now, protection is assured against overheating frequently caused by loose connections, low-voltage, lack of lubrication or other conditions that may cause motor "burnouts" by overheating.



# CISSELL 36" x 30" Gas-Fired Dryer



**ADJUSTABLE BURNER ORIFICES** are now provided for each burner of the heating unit. Fixed orifices **RESTRICT** efficient operation to a specific gas specification; adjustable orifices **ELIMINATE** this restriction. In a matter of seconds the orifice can be adjusted to meet **ANY VARIATION IN GAS PRESSURE**. This assures maximum burner efficiency . . . resulting in faster drying . . . greater customer satisfaction.

**CONTROL PANEL**—All wiring is contained in a control panel at rear of dryer. This new construction removes necessary controls from face of cabinet . . . thus complimenting the front with clean, unbroken lines. Dryer is completely wired at the factory; it is only necessary for an electrician to connect power leads to applicable wires in the control panel.

## QUALITY BUILT INTO EVERY INCH!

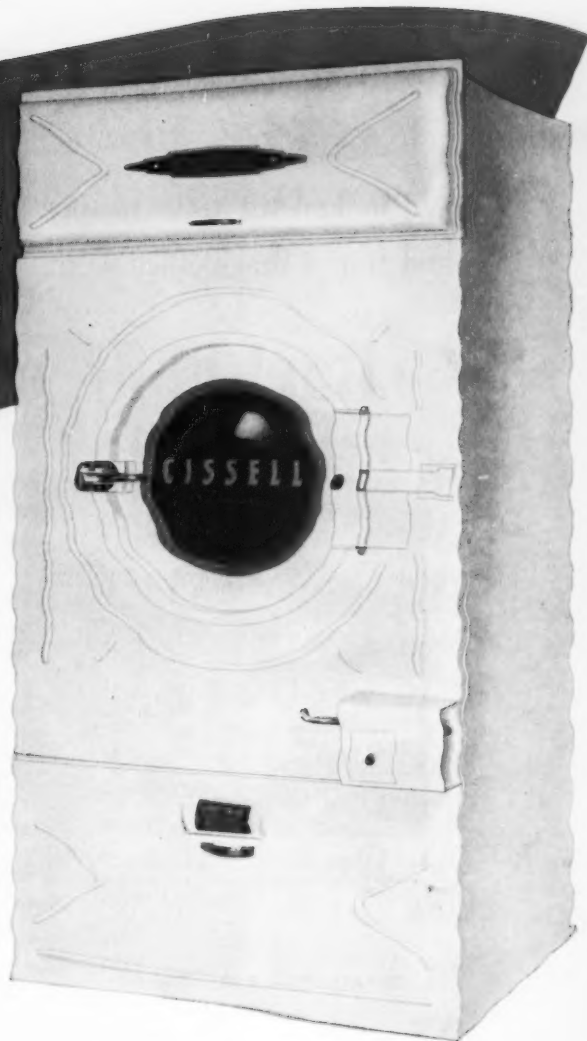
*All-steel, full-width Lint Drawer with perforated metal trap slides smoothly on roller bearings. Clean it in just 30 seconds . . . Cissell-built Gear Reducer is made with precision control of each part. Gears rotate on Timken tapered roller bearings. Gears and bearings operate in a bath of oil . . . Sturdy Double Walls provide extra strength, reduce heat losses, confine heat to basket . . . Big, No-Sag Basket may be removed in less than one minute. Extruded perforations provide a smooth, non-abrasive surface. Basket shaft supported*

**W. M. CISSELL MFG. CO., INC.—LOUISVILLE 1, KY.**

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles.

Foreign Distributors write Export Dept.—Cable Code "CISSELL".

*Consult Your Jobber*



by Timken bearings—15 year life expectancy under continuous 40-hour week operation . . . Install side by side, yet retain complete accessibility of all parts.

Why use less than the best?



# CISSELL

We looked for ways to increase sales  
and found that routes were still the . . .

*Honor Winner* ★  
PARADE OF PROGRESS

## Backbone of Our Business!



Rapid City's salesmen often appear in the company's TV commercials since it was found that their customers enjoyed seeing them. Putting greater emphasis on route selling jumped sales 10.08 percent during 1957

★ By **MILDRED LUX**, *The Rapid City Laundry & Dry Cleaners, Inc., Rapid City, South Dakota*

OUR SALES have been increasing steadily for the past 10 years. But after checking our financial statement at the close of 1956, we decided it would be wise to exert greater effort to increase our family finish and dry-cleaning revenue.

The big question, of course, was: How to go about it? After giving the matter some serious thought, we decided our routes were the real backbone of our business. We also felt it was the logical place to start since we had a greater measure of control over route sales than on counter sales.

### Our route program

► We began our effort by concentrating first on the salesmen themselves. We inaugurated a policy of holding regular sales meetings. These were held evenings. We allowed a half hour for the formal program and 15 minutes for briefing the men on our promotion plans, advertising and the goals to be reached by our next meeting.

This was followed by an open discussion during which the men were encouraged to discuss any particular problem that was bothering them. We found this very helpful and informative. From time to time, we would also invite outside speakers to come in and talk about subjects of current interest.

We stressed good grooming. To accomplish this we purchased company uniforms and charge our route salesmen 75 cents per week for their use.

► Contests proved to be an excellent incentive. We had to remember cost and we also had to remember that we were a small plant in a small town (40,000 population) where we did not have the facilities of an advertising agency. We would like to point out some of the unusual ideas that made these contests quite successful.

**Necktie contest:** In February 1957 we kicked off a necktie contest with a dinner for our route salesmen. We offered prizes for the largest number of

ties brought in. The weekly loser had to wear an atrocious tie that was embroidered "I lost" for one week. It was encouraging to see all the men work to place in the contest. We found that penalizing the loser made it impossible for any salesmen to be indifferent.

**Drapery contest:** We had a contest for draperies and household items during March and April. This was one of our most successful contests. We found it an excellent method of getting new customers. We started a new service; we hung the draperies for our customers. This was well accepted. We were surprised how seldom customers wanted this service yet how impressed they were that it was offered. It was requested most in expensive homes where the homemakers had previously had interior decorators hang the draperies.

We also made a point of contacting customers when we were concerned about the cleaning or laundering results of their articles. We were as-



# THE 1959 KAL-VEND

WITH GREATER CAPACITY FOR GREATER PROFITS, GUARANTEED TROUBLE FREE, ESPECIALLY DESIGNED FOR COIN-OPERATED LAUNDRIES.

The 1959 KAL-VEND is not a converted cigarette vender! It has a completely new inner mechanism which was especially designed for coin-operated laundries.

The 1959 KAL-VEND has a maximum capacity of 168 packages in 6 columns, an amount proven by experience to be just right—enough to avoid constant refilling, but not so much as to over-stock the vender.

The 1959 KAL-VEND is guaranteed against defective parts for one full year.

The 1959 KAL-VEND is the most reasonably priced laundering-aids vender on the market today! Before you buy anything else, check the KAL-VEND first. And don't forget the best laundering aids on the market today—KAL products.

The 1959 KAL-VEND bears two strikingly handsome 5-color displays which describe each item and the price, and identify the appropriate levers.

The 1959 KAL-VEND dispenses the well-known line of KAL laundering aids—Detergent, Chlorine Bleach, Ammonia Powder and Powdered Bluing. Each is packed in a specially designed heat-sealed moisture-proof wrap—guaranteed to prevent leakage, siltage, etc. Each package is pre-measured for use in any coin-operated washing machine and sells for only 5c (at a profit to the distributor and retailer!).

Distributors are invited to inquire about full specifications, prices and open territories. Samples on request.

NOTE: You'll be able to see and inspect the 1959 KAL-VEND at the NID Convention in Atlantic City, March 5-8, where it will be displayed by one of our distributors, Automatic Laundry Service, Rait Booths C-8 and C-9.

## KALEEN CHEMICAL CORP.

241 CHURCH STREET • NEW YORK 13, N. Y.

CANal 6-0715

Report for work . . . not later than 7:30 a.m.

Load your truck . . . be sure to check all bundles. **DO NOT DELIVER AN INCOMPLETE BUNDLE.**

**A Fluff-dry (2)** will have one large bundle with white ticket, usually containing flatwork, towels and wearing apparel. The finish bundle with a yellow ticket on it will have the shirts and pants. A little red two-bundle sticker will state if the customer has two bundles or has sport shirts.

**Finish Bundles:** These are usually single bundles . . . however, if they have a two-bundle sticker it means they have sport shirt or two bundles.

Pillows are processed in our Drycleaning Plant Dept.

Rugs, dyed rugs, bedspreads, curtains, and fancy table linen—put white finish ticket on Bundle Ticket.

Drycleaning is on your rack—the one especially marked with your route number on it. If the familiar two-bundle sticker is on, sweaters, wrapped in a special sweater bag, are laid below your drycleaning.

**REMEMBER TO CHECK HAT BIN EVERY DAY.**

Then check the call board . . . take off the incoming calls for your route.

Pick up your route master cards for that particular day.

Check your change . . . see that you have check blanks for all banks.

Please leave the plant by 8:00 a.m. 8:30 is deadline time.

Telephone in once in the morning so calls in your territory may be transferred to you.

Your lunch hour is from 12:00 to 1:00.

Before you leave for the afternoon run . . . recheck your call board. Telephone in once in the afternoon as this can save you time and you won't have to go back for missed pickups.

**Sample page** of company manual that spells out salesman's duties and privileges. Preparing such a manual eliminates misunderstandings and confusion. Management also inaugurated policy of holding regular meetings for its six-man sales staff

tonished by the reactions we received for this small effort and, usually, they gave us the go ahead to do our best.

We invented an unusual, inexpensive drapery pleater to fold our draperies into decorator pleats.

We opened this contest at our booth at our Merchandise Fair. We had guests at the Fair register for prizes (gift certificates), then we turned these names over to our route salesmen.

**Box storage:** During May and June we promoted our box storage. Our route salesmen voted to have their commission on the storage paid as a Christmas bonus. This idea was very popular. It gave all of them additional Christmas money. We typed an individual form letter to the customer who had stored her garments with us the

year before, and enclosed it with all our statements. (We found this economical and the sales message was well read.) We filled our vault to capacity in six weeks with this plan.

**Cotton contest:** Our cotton clinic was one of our best promotions. We invited our leading merchants to our plant for coffee and for an inspection of our facilities. We found they were interested and we know it helped promote our cotton clinic.

To prove our superior quality to our route salesmen, we cleaned one garment free for them. Then we offered prizes of gift certificates for the wives of the winning route salesmen. We accomplished a dual purpose with this plan; the wives were royally treated when they shopped and it pleased our merchants. Also, when the

total quota of dresses was reached we treated our route salesmen and their wives to a dinner at one of our nicer supper clubs.

**Pillow contest:** Our pillow service has been most successful. We held this contest during August. First, we contacted our larger users, such as motels, resorts, etc., and gave them a special price on 50 or more pillows. We had our route salesmen carry samples of the tickings, and the men wore large buttons stressing pillow sanitizing.

**New-customer contest:** To encourage solicitation of new residents, we tried this plan and found it quite successful. Each week we supplied our route salesmen with a list of the new residents located on their routes. We attempted to include any information we were able to compile, such as: purchasing new home, managing XXX store, etc. We received this list of names from our Associated Retailers.

From this list we chose six names, placed these names in a sealed envelope with a dollar. The following morning we opened the envelope and if the route salesmen had the winning prospect he received the dollar prize. In order to keep it, he had to produce a bundle picked up at the particular home. If the prize was not won the jackpot was increased another dollar, making the prize two dollars, and so on.

We let the prize build and we  
Continued on page 22

# Look

The Best Possible  
**GIFT**  
For Mother  
Is To Have



**Mother Rapid**



**Do The HOUSE CLEANING  
For Her!**

Curtains . . . Draperies . . . Rugs . . . Blankets  
Just Call WA

Newspaper advertising and use of radio spot commercials back up salesmen in their sales promotion activities. Note Mother Rapid trademark that tends to create a female image of the laundry industry



**EVERYWHERE...  
BUNDLE  
APPROVAL  
WITH**

# METSO DETERGENTS

**HARD WORKING •  
ECONOMICAL BUILDERS**

METSO GRANULAR, sodium metasilicate pentahydrate  
METSO ANHYDRUS, sodium metasilicate anhydrous  
METSO 99, sodium sesquisilicate  
METSO 200, sodium orthosilicate concentrated

"Top Quality," say laundry managers from coast to coast. AIL tests are the best in years for plants that switch to Metso to build soap.

Quality performance is assured by correctly balanced alkali-silica proportion of Metso. It protects loads against redeposition of removed dirt and maintains whiteness and color brilliancy even after long series of washings.

Such bundle approval keeps up your sales volume. Ask your distributor for Metso prices and deliveries or write us.

**PHILADELPHIA QUARTZ COMPANY**

1160 Public Ledger Building • Philadelphia 6, Pennsylvania

**METSO DETERGENTS**



Associates: Philadelphia Quartz Co. of Calif.; Berkeley & Los Angeles, Calif.; Tacoma, Wash.; National Silicates Limited, Toronto, Canada

9 PLANTS • DISTRIBUTORS IN OVER 65 CITIES

TRADEMARKS REG. U.S. PAT. OFF.



**Congratulations again:** Mildred Lux receives certificate from Gordon Bonnette, president of Tri-State Laundryowners Association, for her part in its recent convention at Washington, D. C. Miss Lux has served as executive secretary of Rapid City Laundry for past 14 years. She is also a divisional officer of the Executive Secretaries of North and South Dakota and an authority on office management

Continued from page 20  
found enthusiasm ran very high when the prize reached five or six dollars. When a route salesman won . . . then the jackpot went back to its original starting point of one dollar. We were pleased with the way our route salesmen did actually call on the new residents.

We provided our route salesmen with pot holders and other giveaway items to be used as door-openers in soliciting. This truly pleased our prospects and they seemed to be happy to have the route salesmen call.

► Next, we developed an inexpensive but effective customer control. This really conserved the salesmen's time. We had the customer's name, address and type of service desired on our cards, the color of the card denoting the type of service wanted. (For example: yellow, family work; blue, drycleaning; white, finish work.) Also, the card had the route number, COD or ledger. Cards were arranged in the sequence in which the route is run and a master file of these cards is kept in our office. The route salesman dated the card, type of service (this he had to do the first time only) at the time of the pickup. The plant checker (family work) lists the lot, operator number, key tag and number of pounds. Number of shirts, pants and hankies; in fact, we even count the number of sheets.

On the drycleaning we list the lot

number and the price; also on the finish work we list lot, mark and price of bundle. This provides valuable information as the same tag is used 12 times for family work and 24 times for finish and drycleaning orders. It tells us the frequency and the amount the customer sends.

This system is easy to maintain and it provides an up-to-date mailing list as well as making possible direct customer control for our office. Another important advantage is that when the regular route salesman is absent anyone can efficiently run his route.

► To back up our men we found it profitable to do our own TV and radio advertising. We attempted to approach the subject by showing the results instead of our know-how.

We advertised specialty items often as we felt it encouraged new customers to try our service. We made our commercials very short . . . we felt one minute well spent was more effective. Often we had our route salesmen appear on our TV show with their trucks and found their customers enjoyed seeing them.

We have had many ideas that were successful and some that didn't work out as we planned. We did enjoy an increase of 10.08 percent in 1957 on our routes by following this planned method. All in all, it has been fun to plan and watch the progress of our route salesmen. We still think they are the backbone of our business. □□

## For Your Information . . .

**Home Laundry Sales:** Factory sales of home laundry appliances during November 1958 amounted to 493,259 units, up 16 percent from November 1957, according to the American Laundry Manufacturers' Association. Gas driers were the only category to show a decline from the previous year.

Such sales in 1959 will be 5,130,000 units, a 5.6 percent increase over projected 1958 figures, predicts the American Home Laundry Manufacturers Association. The group sees 1959 as the third highest sales year ever. Home laundry appliances now amount to about 40 percent of all major appliance unit sales, compared with 32 percent in 1950, and represent 35 percent of the total retail sales dollar volume.

**Births Off:** The 1958 recession seemed to hit the maternity industry, too. The Diaper Service Institute of America reports that while September 1958 showed an increase of 1,000 births over the previous month, the birthrate was down 1.5 per cent from September 1957. The first nine months of 1958 logged 3,133,000 new tots, compared with an output of 3,172,000 for the same period in 1957. Marriages seem to be slightly off as well.

**Continuous Washing:** Members of the California Laundry & Linen Supply Association were told recently that it will take another three years to produce practical continuous laundering machines at Stanford Research Institute, though a machine to handle towels could be finished in a month. The washing method is being patented and research is now centered on extraction, drying and transportation.

**Urethane Linings:** Development of urethane foam that can be bonded directly to fabrics promises to have a far-reaching effect on outerwear, sportswear and cold-weather garments for men, women and children. Three major textile firms will now supply garment makers with fabrics that have urethane-foam interlinings already laminated to them. It will be used on woven man-made fibers, woven cotton and knitted cotton and cotton-blended materials.



**SAY GOODBYE  
TO COSTLY  
PIN DAMAGE  
WITH NEW  
WHITEHOUSE...**

## **SPARTAN "K-T" NETS**

*Yes, pin damage is practically eliminated when you use remarkable new Whitehouse SPARTAN "K-T" nets.*

*These amazing nets feature an efficient double-purpose construction—a sturdy knitted top in color, bonded to a rugged 2 x 2 body, double-lock-stitched to assure trouble-free seams. SPARTAN "K-T" has all the long-life characteristics you associate with Whitehouse woven nets.*

### **Easy Identification**

*The colored tops make possible quick and sure identification—now at no extra cost to you!*

*The combination of features which SPARTAN "K-T" offers you is really hard to beat! And best of all, you'll be pleasantly surprised at the low, LOW price of SPARTAN "K-T" nets. Ask your jobber—or write us for a FREE SAMPLE NET.*



360 FURMAN STREET • BROOKLYN 1, N. Y.

**CONTINUED LEADERSHIP THROUGH CONSTANT RESEARCH**



# METRO-LITE!

*Less weight, more load, longer life!*

INTERNATIONAL Trucks with METRO-Lite® bodies are approximately 36% lighter than corresponding all-steel bodies. Non-rusting bodies up to 12 ft. 8 in. long are built of magnesium and aluminum alloys and fiber glass reinforced plastic... to give increased payload weight and bulk capacity (to 468 cu. ft.) with no sacrifice of strength or rigidity. Man-sized height from walk-in cab

to wide rear doors allows easier load handling, too. METRO-Lite means safer visibility—you can see surface objects as close as 6½-ft. in front. Use multi-stop "sixes" for high mileage and low operating cost. High-cube INTERNATIONAL Trucks with METRO-Lite bodies for retail or wholesale delivery are available with factory installed interior arrangements of your choice.

## INTERNATIONAL TRUCKS



# METRO-MITE!

*The "little giant" you asked for!*

The new INTERNATIONAL METRO-MITE was developed especially for the laundry business. It gives you a big-capacity truck that's *low* in price, *low* in operating cost—yet has all the convenience features you want for fast, easy deliveries. Big 200 cu. ft. all-steel lightweight body takes 120 cleaning bags in one trip. Unitized frame and body construction assures lasting

strength for 1000-lb. payloads of laundry. The METRO-MITE is only 13 ft. overall! Takes less space to park and garage, turns circles in a city street. Snappy 4-cylinder engine idles more than 7 hrs. on a gallon of gas. All in all, it gives you more load-space for the money than anything on wheels. See your INTERNATIONAL Dealer and place your order now!



**cost least to own!**

International Harvester Company, Chicago  
Motor Trucks • Crawler Tractors  
Construction Equipment • McCormick®  
Farm Equipment and Farmall® Tractors

# LET A PROFESSIONAL GET RID OF

How do I streamline my washing formulas?  
Can't I eliminate bleach damage?

Rust is a problem, too!

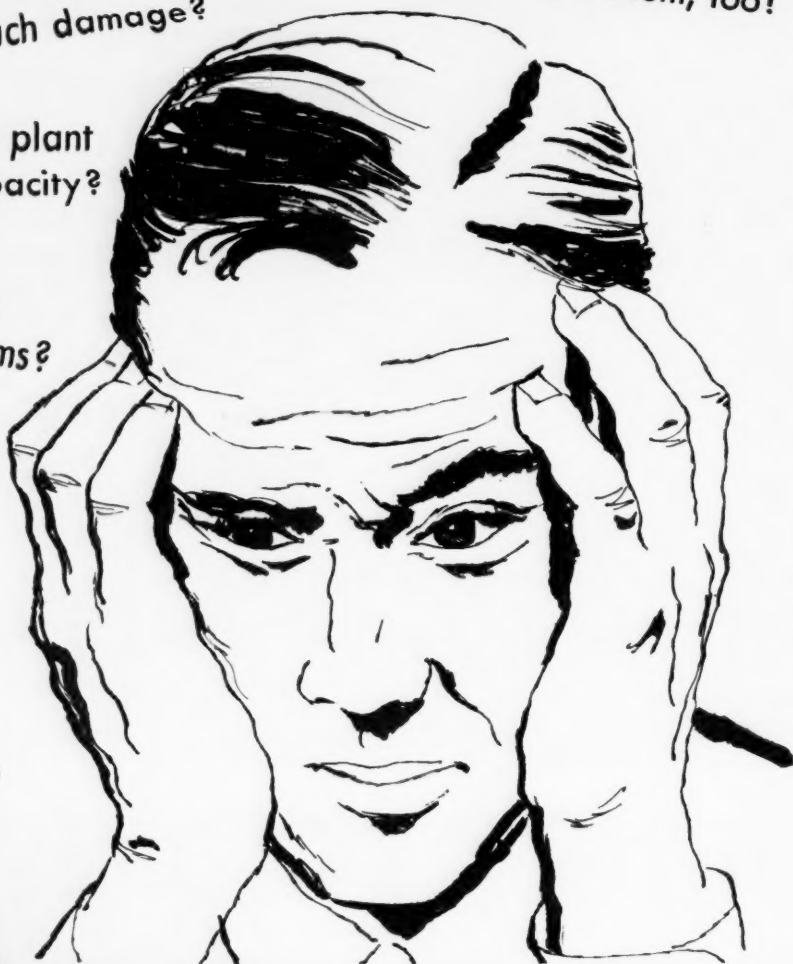
How can I keep my plant  
running at peak capacity?

What can I do to  
correct water problems?

How about my  
hot-water problem?

Wish I could control  
use of supplies!

I've got to reduce  
my rewashes!



**Your  
Wyandotte man  
offers top-quality  
products for every  
washroom need!**

## **APACHE®**

Wyandotte's CMC-promoted alkali especially for heavy-duty stain removal. Excellent for linen-supply and shirt laundries. Permits cold-water rinsing. Top quality at low use-cost!

## **OR ARLAC®**

CMC-promoted alkali for maximum whiteness retention. Especially developed for commercial laundries, hospitals, hotels. Can be used without soap on the break. Allows cold-water rinsing.

## **RINTEX®**

- Wyandotte's all-purpose built-soap can be used alone for sparkling work, faster washing and rinsing action, easier ironing! CMC-promoted RINTEX can be added dry to the wheel.

## **OR SKORTEX®**

- CMC-promoted synthetic detergent completely replaces soap, gives maximum soil suspension even in hard water! Cuts fuel costs, too, because it allows you to rinse in cold water!



# YOUR WASHROOM WORRIES!

**I**T'S A BIG job running a laundry, and nobody knows it better than **YOU!** You've got your hands full attending to the necessary management and selling functions—without worrying about washroom problems. That's where Wyandotte can help you!

## A qualified professional

Your Wyandotte service representative is a professional washroom technician—trained to solve your washroom problems. He has the products, the experience, and the know-how to make your washroom run like clockwork!

## Saves you money; solves your problems

For example, he can often save you money by

reducing rewashes, by cutting fuel and water bills, by helping keep your washroom running at peak capacity, or by developing the most effective formulas for your classifications. In fact, he can help you in many different ways.

## Call him in!

Why burden yourself with washroom worry? Turn your problems into profits by letting a Wyandotte professional take over. Remember, too, that he's armed with top-quality products, research-developed to meet your exact requirements! Contact him or a Wyandotte jobber today! *Wyandotte Chemicals Corporation, Wyandotte, Michigan. Also Los Nietos, California. Offices in principal cities.*



# Wyandotte CHEMICALS

## J. B. FORD DIVISION

*Specialists in Laundry Washing Products*

### RAYLENE®

Special brightener-sour shortens washing formulas, makes white and color work brilliantly bright! Free-flowing; high alkali neutralizing value; can be added dry to the wheel!

### OR KLERA-CID®

This all-purpose sour has excellent rust-removing characteristics; offers high alkali neutralization and stain removal. Safe on all colors — easily adapted to all formulas.

### HALOX®

- Wyandotte's organic dry bleach has an effective, built-in safety factor that means longer life for linens; has excellent stain-removal action; greatly reduces tensile-strength loss!
- 
- 

### RIDDAX®

- This complete washing compound adsorbs loose dyes, and is ideal for all color work! Brightens colors, simplifies fugitive classifications. Excellent for shag rugs, sport shirts.
- 
- 

### COTE

- Completely soluble fabric softener. Add dry to the wheel. Puts smooth sheen on flatwork. Prevents rolling. Fluffs out towels, diapers. Eliminates static in synthetic fabrics. Gives luxury feel to no-starch shirts.
- 
- 

### PRIMARY SIZE\*

- CMC-promoted. Use dry to the wheel, or cook, as desired. Conditions fabrics to resist soil penetration. Reduces extraction time, speeds up production. Garments stay whiter longer!
- 
- 

© Trademark

# Texans Flock to Convention-Exhibit

Jack Gordon, popular amusement editor of the Fort Worth Press, let folks know the laundry and drycleaning people were in town with this little item the day the convention started. Wrote Gordon (in his daily column):

"Bruce Ferrell of Lubbock and his wife checked into Hotel Texas yesterday for the Texas Laundry and Dry Cleaning Association convention. Mr. Ferrell is a vice-president of the association. And what was the first thing Mrs. Ferrell did? She borrowed an iron from the hotel to press a dress."



Officers Bruce Ferrell, Schreiner Harrison and George G. Boyd (left to right) discuss convention speeches

HIGH PRAISE for modern survey and research methods was heard by 487 members of the Texas Laundry and Dry Cleaning Association registered for the group's fifty-second annual convention held January 15-17 at Fort Worth.

Another 875 industry folk went through the trade exhibit held concurrently in Will Rogers Coliseum in Fort Worth, reports TLDCA Secretary Lynn B. Shaw of Austin. Some 65 exhibits with about half a million dollars worth of equipment were shown.

Praise for the research methods and findings came from John L. Slick, president of the American Institute of Laundering and a third-generation

laundry operator of Fort Wayne, Ind.

At a special luncheon meeting members heard a combination inspirational and humorous address from "Sunshine" Gene Flack, sales counsel and director of advertising for Sunshine Biscuits, Inc.

Another speaker, Bob Bertucci, Zenith Cleaners, Dallas, talking on "Drycleaning Production" reminded the group that many of them needed to go back and review the fundamentals.

In a talk on "Money Isn't Everything," Bill Boyd, Emery Industries, Inc., stressed customer service and satisfaction.

Other speakers included F. E. Bow-ers, president of the National Institute

of Drycleaning, and Miss Thelma Beresin, vice-president in charge of public relations for Gray and Rogers, Philadelphia advertising agency.

Social activities included a bingo party, a Western party, dances and a coffee for wives of members honoring Mrs. John L. Slick. Concluding social event was the past presidents' dinner and dance the evening of January 17.

New officers elected at the meeting include A. Schreiner Harrison of San Antonio, moving from first vice-president to president, succeeding James F. Milholland of Dallas. Other officers named were Bruce Ferrell of Lubbock, first vice-president, and George G. Boyd of Borger, second vice-president. □□

## Hoosier Confab Features Case Histories

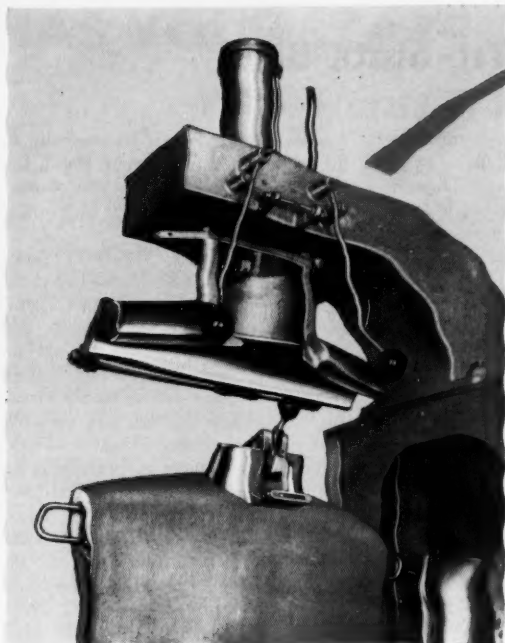
FOUR TOPNOTCH plantowners gave members of the Indiana Drycleaning and Laundry Institute something to think about during a panel discussion which keynoted the annual convention held in Indianapolis on November 13, 14 and 15. In addition, some 20 allied tradesmen exhibited the latest in packaging materials during the weekend.

In the opening speech entitled "We Like a Laydown Collar," Charles L. Walker, Jr., Walker Cleaners, Indianapolis, explained the merchandising techniques used by his plant to bring shirt production from 1,800 to 3,500 per week in less than a year. He stressed the value of preselling when

Continued on page 72



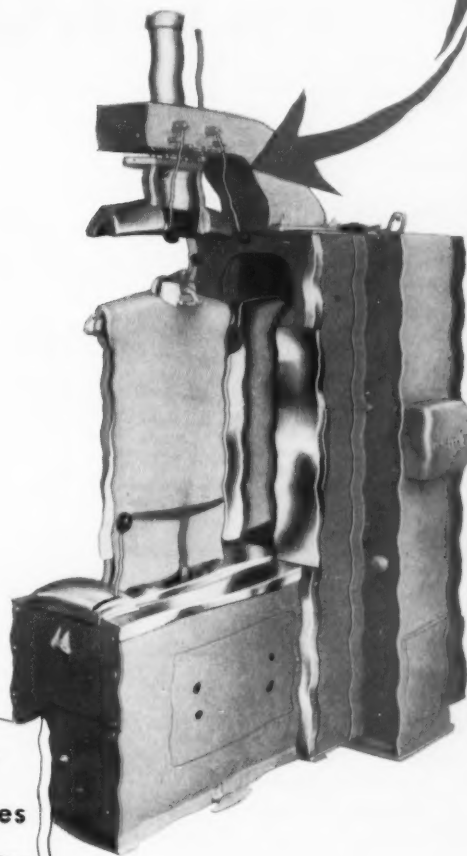
Top: New officers include president, Fred Mann; vice-president, Garland Holloway, and Katherine Smith, association secretary. Absent is treasurer, Charles L. Walker, Jr. Bottom: Keynote speakers included plantowners (left to right) Charles L. Walker, Jr., Ken Ballinger, Lee Leonard and Howard Reed



# *NEW*

## **PROSPERITY® Cabinet Body Press with YOKE IRONING ATTACHMENT**

- Makes your shirt finishing department a tighter, more compact, flexible unit!
- High speed operation for top production with minimum operator function!
- 3 Girl - 2 Girl - 1 Girl Operation . . . folding inside or outside of the unit!
- Yoke Ironing Attachment is integrated with cabinet body press . . . eliminates separate yoke press!
- Maintains "overlap" ironing!
- A single form presses all regular Men's shirt sizes from 14 to 18!



**INTERESTED?**

Find Us Fast  
In The  
Yellow Pages

*The* **PROSPERITY®** *Company*

DIVISION OF WARD INDUSTRIES CORPORATION

FACTORY AND GENERAL OFFICES, SYRACUSE, N.Y. — SALES AND SERVICE BRANCHES IN ALL PRINCIPAL CITIES  
Copyright 1959, The Prosperity Company

## S L J Winners Top Tri-State Bill

TAKING JUSTIFIABLE pride in the accomplishments of its members who won top honors in STARCHROOM LAUNDRY JOURNAL's Parade of Progress contest, the Maryland, District of Columbia and Virginia Laundryowners' Association featured them on its midwinter program.

The meeting took place at the Shoreham Hotel, Washington, D. C., early in December and attracted 123

persons—one of the largest turnouts in the organization's history.

John K. Witherspoon, Dupont Laundry, Washington, D. C., led off the winners' panel reviewing and elaborating on his entry which won first prize and \$3,000 in the sales improvement category. His subject: How to recover lost customers by telephone.

John P. Greene, Troy Laundry, Hagerstown, Maryland, then outlined

a sales program used successfully by his company which earned him a second prize and \$1,600 in the contest. (Both stories were carried in STARCHROOM's October issue.)

Walter McCord, McCord's Laundry, Easton, Maryland, concluded this panel presentation describing a system used in his plant to increase sock production and quality. Watch for this honor-winning story next month.

STARCHROOM's editor, Henry Mozdzer, moderated the winners' panel.

Another panel presentation was devoted to the subject of household finishing. Its members included Mildred Lux, Rapid City Laundry, Rapid City, South Dakota, another honor winner in the Parade of Progress contest. (See story this issue.) And John D. Sudjian, John-David Co., Philadelphia. Judson C. Randlett, plant manager, National Institute of Drycleaning, moderated.

**"Let me congratulate your company on your gift of BesTeel to the laundry industry."**



Mr. Max Goldberg, Laundry Superintendent at the Eden Roc Hotel, Miami Beach, Florida, in an unsolicited letter, points out the virtues of BesTeel.

This is only one of many top producers who have installed BesTeel on their ironers and found it to be the cleanest, most durable flat-work ironer-roll dressing ever used.

The following chart shows actual comparative Pyrometer readings on two ironers in a plant in the New York area—one using BesTeel padding and the other asbestos bat padding.

ACTUAL PYROMETER READINGS  
ON TWO IRONS IN A PLANT  
IN THE NEW YORK AREA:

	IRONER #6	IRONER #2
	AMER. SYLON BRX120" BESTEEL PADDING	AMER. STANDARD BRX120" ASBESTOS BAT PADDING
AVERAGE TEMPERATURE		
ON CHESTS	308°	309°
ON ROLLS	278°	233°
LOSS IN ROLL TEMPERATURE	30°	76°

**Conclusion:** Rolls of Ironer #6 with BESTEEL are running an average 46° HOTTER.

other Tingle, Brown products  
**LAUNDRY NETS**

Woven—Knitted Nylon, Dacron,  
Cotton

**IRONER & PRESS DRESSINGS**

Asbestos, Dacron, Nylon, Cotton,  
Wool & Steel Wool

**IRONER APRONS**

**Finest Finish, Guaranteed lowest cost**

**GENERAL**

Baskets & Irons

**Ribbons & Tapes—Iron Lubricants**

Extractor Covers—Flexible Steam

Hose for Presses—Marking Flags

**Rubber Floor Mats**

**Tingle Brown**  
**AND COMPANY**

1765 Carter Avenue  
New York 57, N. Y.  
CYpress 9-8800

1227 Wabash Avenue  
Chicago 5, Illinois  
HArrison 7-0083

723 E. Washington Blvd.  
Los Angeles 21, Cal.  
Richmond 9-6023

507 Bishop St. N. W.  
Atlanta 13, Ga.  
TRinity 4-3864

### Household Hints

1. Have the right equipment to handle household items; it takes more than a utility or offset hothead press to do the job.

2. Watch for weak spots which may result in claims. Test "sunburn" marks with straight pin—working up and down—to see if fibers will break.

3. Test for pigment printing. Gold leaf comes off in solvent.

4. Clean in moisture-free solvent to prevent shrinking.

5. Price according to measurements—length and width. One panelist guaranteed drapery service and charged so much per pleat. If 72 inches or longer, 50 cents; 48 to 71 inches, 30 cents. For unlined drapes 5 cents less per pleat. It averages out to between 6 and 8 cents per square foot.

6. Dye faded tablecloths bright red or green for Christmas.

7. Promote household in spring and fall. Moving families are also likely prospects.

Dr. Charles Goodman, Washington personnel and management consultant, also appeared on the program to tell about a current study being made to develop a test for selecting likely candidates for route sales jobs.

The balance of the three-day program was devoted to plant tours and organized bull sessions on production, sales and telephone usage.

—Henry Mozdzer



# HAS YOUR STATE A "SHORT" SHEET LAW?

## Who Wants Athlete's Foot, or Worse?

A Jab by Poke

Who is trying to jip whom?

I have found in my travels that some hotels mistakenly think they are complying with the state hotel laws by providing so-called 90" sheets (Florida, Michigan, and New York seem the worst offenders). They ask for and order 90" sheets because the law says such is required. But what they do not seem to understand is that any size stated on the label attached by the mill is the TORN SIZE, not the size of the sheet as it goes on the bed. These 90" sheets are hemmed for a 5" loss—then when they are washed you all know they shrink two or three inches. But what so few of you seem to realize is that when you iron them selvaige first, you PULL them into a wider sheet, thus in turn reducing the LENGTH, so that any so-called 90" sheet is only 80". This is not in compliance with the intent of the law.

The objective of the Law Makers, at least so they thought, but missed the boat, was to make it necessary



M. A. Pocock

for hotel, motel operators, and others, to provide a sheet of such length as to protect your face and your feet from dirty blankets or blankets that are, as a rule, not laundered until they have seen a lot of service, thus preventing the spread of disease by contact with such blankets. And who knows what the fellow ahead of you might have had, bleeding sores, Athlete's Foot, or maybe he had come in from the farm or ranch and messed the bed up (like many of you do) with his boots on?

You see where the Law Makers missed the boat was in failing to make the intent of the law perfectly clear by specifying the minimum length of sheets "WHEN IN ACTUAL SERVICE". In order to do this, they should have specified that sheets should be labeled 108" torn size. Then they would finish up with 96" actual "in service".

I wonder if the hotel inspectors, themselves, have ever (any of them) measured a sheet "in service" or do they just look at the label?

M. A. (Poke) Pocock



## Modernize for PROFIT With a SAGER

A West Coast Laundryowner Writes:

"Our Spreader has been in use about 12 years and has saved more per dollar invested than any equipment we have ever had."

A New England Laundryowner Writes:

"We feel that it is the best purchase from every standpoint that we have ever made in over 70 years of business."

### More Sheets— Fewer Operators

With a SAGER Spreader, one girl does the work of two or more hand shakers and does it easier and faster. With a SAGER "B," you can handle up to 3,000 sheets and spreads per day. Above that quantity, you probably need a SAGER "A."

### Reduces Labor Turnover

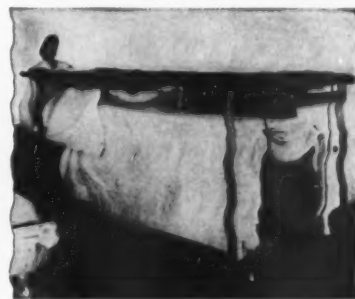
No more back-breaking lifting and nerve-wracking hand work. Your SAGER operators like their jobs and stay on them. You know what this means to your social security accounting, as well as to general efficiency.

### No Price Increase!

In spite of greatly increased manufacturing costs, the selling prices of SAGER SPREADERS have not been raised. The tremendous increase in SAGER sales volume has made this possible.

### ★ Write For Full Facts

If yours is a laundry handling 1,200 or more sheets and spreads per day, you can't afford to be without a SAGER Spreader in these times of high labor and tough competition. Write today for details and the names of progressive laundries all over the world which have reduced their flatwork ironing costs from 40% to 60% with these labor saving machines. But write us only if your sheet and spread production is 1,200 or more daily.



View of Sager "B" Spreader. Handles 1,200 to 3,000 sheets and spreads per day

Please send us full facts about your labor-saving Sager Spreaders.

M. A. Pocock

1236 Central Ave., N. E.  
Minneapolis 13, Minnesota

Firm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Print your name \_\_\_\_\_

Here's how  
one plant promotes  
its new shirt  
and home linen  
rental services

"Don't  
Buy—  
We  
Supply"

By HARRY YEATES

TWO NEW SERVICES gave a large Midwestern laundry and drycleaning company a number of specific advantages.

First, the renting of shirts and linens, delivering them to the home, gave the plant's route salesmen something new to talk about and sell.

Second, the home rental services, in time, proved to be profitable sidelines in their own right.

And finally, they helped to promote the plant's regular laundry and drycleaning services, too.

#### Shirt rental plan

Here's how the perpetual shirt service plan works: The customer se-

lects a minimum of eight shirts from the company's inventory and agrees to subscribe to the service for a year.

The company, in turn, provides the shirts and agrees to launder and deliver six of them each week at \$1.98 for a period of 52 consecutive weeks. It also agrees to replace them with new shirts at no additional charge when they show excessive signs of wear.

If the customer wants to quit the service before the contract runs out, he must give written notice 30 days in advance. And then buy the shirts, paying 34 cents per shirt per month for the unexpired portion of the contract.

Similarly, a customer who does not choose to renew the contract may purchase the shirts for 34 cents each when the contract expires. But management tries to discourage the idea, pointing out the year-old shirts will soon have to be replaced.

Management became interested in the rental shirt idea about two years ago, but didn't really start pushing the service in earnest until August of last year. Thanks to its promotional efforts, which are described later, the idea caught hold and today the plant is processing in the neighborhood of 2,000 rental shirts per week.

**The shirts:** The plant bought its shirts directly from the manufacturer. It required an initial inventory in excess of \$1,000 to get the price down to around \$28 per dozen, before the program got under way.

(There is another shirt rental program currently in effect which puts the cart before the horse. The manufacturer, in this case, allows the plant-owner to line up his customers first and then sells whatever number of shirts are actually necessary, thus reducing inventory requirements and high initial costs.—EDITOR.)

The inventory consists of four shirt styles in a variety of popular sizes. At this writing, the most popular style in this particular area is the widespread stay collar with convertible cuffs which may be either buttoned or used with cuff links. The short-point fused collar outpulls the regular-point and ranks second. The oxford button-down is third. All the shirts are long-sleeved and are also available in colors.

**Pricing practices:** Under the standard plan, the customer takes eight shirts and the plant launders six per week for \$1.98 or 33 cents each. But the customer can order more if he cares to and the price is adjusted accordingly. Thus, if a customer rents 12

shirts, the plant will launder eight per week for \$2.20 or 27 cents each. The rate was determined by adding the cost of the shirt plus the cost of laundering and dividing by 52 weeks. Regular shirt service is 25 cents in the store and 27 cents on the route.

**Deposit required:** A minimum deposit of \$5 is required to start the service. (It can go as high as \$15 for poor credit risks.) The deposit is not returned but is applied to the cost of the service during the last few weeks of the contract year.

When the program was first begun, 70 percent of those subscribing were the plant's regular customers. Today, the ratio of new vs. regular is about 50-50. Since the volume is growing, the bulk of the orders is coming from new customers.

**Handling procedure:** All new shirts are identified with the customer's name which is printed with pen-and-ink in the collar. The rental service is handled by the salesmen on their regular routes on a Friday-Tuesday and Tuesday-Friday schedule.

To distinguish the rentals from the regular work, the rental orders are put in individual colored nylon nets and identified with a wet-strength ticket. Since the ticket stays with the order at all times, it goes through the plant in jig time, bypassing the marking and damp-assembly stations entirely.

#### Linen rental plan

In addition to the shirt rental plan, this particular plant also offers a personalized linen service which was begun at the same time.

The personalized linen service operates very much like the perpetual shirt service. The only difference is that the linens automatically become the property of the customer when the one-year contract expires and the service is sold on that basis. However, the management will soon change this provision to encourage the customer to stay on.

**The linens:** The customer may select her linens from a complete stock of contours, percales, multistripes, etc. (The minimum order is six sheets and six pillowcases.) And the rental price will vary with the types selected.

The multistripes are the most expensive and the most popular. The plant sells three of these for every white sheet. A customer who signs for eight multistripe sheets agrees to have four of them laundered each week and pays \$1.28 weekly for the service. (Under the regular list-price



The laundry business  
is good...

You get more from

**A**merican



The American Laundry Machinery Company, Cincinnati 12, Ohio





**You, the launderer, provide a vital service for the  
people of your community . . . a service they need!**

*The laundry business is not just a world of machines, or soap, or steam—but a business of people! As long as there are people, there will be clothes to be laundered. And census figures show that population is steadily on the increase! These people and their needs are your best form of security.*

*Helping you continually offer the best service in your community—at a good profit—is our business at American. And it is a business we intend to be in for a long time to come, for we too believe in the secure future of the laundry industry.*

*Helping you keep your business good is another way you get more from American.*

**You get more from**

**American**

*The American Laundry Machinery Company, Cincinnati 12, Ohio*





service, the plant charges 22 cents per sheet.)

**Discount offered:** While home linen rental is a harder service to sell because the housewife usually has her own linens to begin with, management offers an additional inducement to subscribers of this service.

The inducement takes the form of a 12 percent discount on any of her own linens that the customer may care to include each week. The term "linens" here includes sheets, pillow-cases and tablecloths but no toweling.

It's true that some of the regular customers would end up paying less on these items than they did formerly. But management points out that the method of handling this work with a net and wet-strength ticket makes it easier and more profitable in the long run. At the present time, 75 to 80 customers are signed up for home linen service.

**Miscellaneous:** To get started with the personalized linen service plan, management had to order approximately four times as many linens as it did shirts to get the best price.

Every sheet is marked with the customer's name on the hem.

Home linen service is also sold by the same route salesmen on the same schedule as that given above. Experience has proved that customers subscribing to one rental service are more susceptible to the other.

#### Promoting rental services

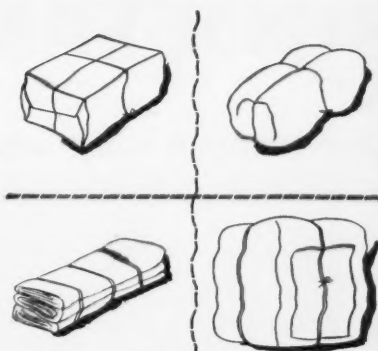
During the first three months of operation, the management of this plant spent 5 percent of sales to promote its new rental services.

The campaign included the usual media—newspaper ads, radio spots, direct mail, counter and truck displays as well as billboard advertising.

Route salesmen, too, were encouraged to push the new services and use them as a wedge for gaining additional bread-and-butter laundry and drycleaning work.

Each salesman was provided with a small suitcase to carry a representative sampling of shirts and linens so that prospective customers could actually see and handle the products available. For every new customer he signed up for rental service he got a 50 cent bonus. Aside from this immediate incentive a grand prize—a television set—was offered to the man getting the most customers.

The rental services have helped this plant to increase the volume of its regular work and are profitable in themselves. But best of all, they have given the salesmen something new to talk about—and sell. □□



# TIE IT

## better, faster by machine

**At leading Midwestern laundry:\* Bunn automatic tying beats hand-tying 5 to 1...cuts direct labor costs 80%**

Using tedious hand methods, the tying of some 300 linen service bundles used to be an all-day job for the worker you see above. Today, she does her tying on a Bunn Laundry Tying Machine. Result? Instead of 300 bundles a day, she now turns out 400... in a little less than 2 hours!

Fully documented, this 80% reduction in labor typifies the savings you may well realize with Bunn automatic tying. For a low cost Bunn Tying Machine is the modern way to streamline your tying methods.

**Ties anything.** Not just in packaging, but in production and storage as well does Bunn tying pay off. Toweling,

shirt or blanket boxes, flatwork, bundles: yes, literally anything you now tie by hand can be tied neater, tighter—and up to 10 times faster—on a versatile Bunn Machine.

**Operation is simple, positive...and completely safe.** All you do is position the object to be tied, then step on a trip. In 2 seconds or less, your parcel is fully tied. And remember: the exclusive Bunn knot is slip-proof... can't come undone even with roughest handling.

**Send today for full data on how** Bunn automatic twine-tying can speed production and cut costs for you. Return the coupon below.

\*Maiben's Laundry & Cleaning plant, Logansport, Indiana



# BUNN

**PACKAGE TYING MACHINES**  
Since 1907

**B. H. BUNN CO., 7605 Vincennes Ave., Dept. SL-29 Chicago 20, Ill.**  
Export Department: 10406 South Western Ave., Chicago 43, Ill.

MAIL COUPON NOW FOR MORE FACTS

#### GET THE WHOLE STORY

Send today for this fact-packed booklet, which illustrates the many advantages of Bunn Tying Machines. Or let a Bunn Tying Engineer show you. No obligation.

**B. H. BUNN CO., Dept. SL-29**  
7605 Vincennes Ave., Chicago 20, Ill.

- ☐ Please send me a copy of your free booklet.  
☐ Please have a Bunn Tying Engineer contact me.

Name

Company

Address

City  Zone  State

# MORE PROFIT WITH NO

**With the Steiner Company 4-way washroom service plan you can increase customer convenience—make more profit**

You can increase your sales volume and profits without having your routemen make any more stops than they are right now. Here's how:

## 4-way service plan

Everywhere your routemen call there are washrooms that need toweling, soap, toilet tissue and seat covers. With Steiner Company dispensers you can provide this 4-way service . . . with dispensers and supplies. Customers will like being able to get this service from the same source you already provide for other items.

## How it works

When your routemen make their regular calls they can leave supplies for the dispensers . . . and you don't have to handle all the dispensers . . . some customers may not want all four items. Steiner Company will provide you with the soap, tissue

and seat covers for the dispensers. Means you can provide one convenient source for your customers to order all their washroom supplies.

And you will be getting more dollar volume of business from each customer without adding any more routemen or salesmen. With delivery costs accounting for about 20 per cent of your operating expenses, this can amount to a significant improvement in your profit picture. Take an average routeman who is already making 70 stops a day. With the Steiner 4-way service plan he could bring in approximately \$18,000 yearly in additional revenue if each customer used the service in at least one washroom.

## Cut customers costs

All Steiner Company continuous cloth towel, soap, toilet tissue and seat cover dispensers are built with large capacities in order to cut down frequent refillings. For example, the



**SEAT COVER DISPENSER** Contains two pads of 125 covers each. Few service stops required because dispenser can be refilled before first pad is completely used. Eliminates waste caused by ordinary dispensing methods.

soap dispensers hold enough for 1000 hand washings . . . the 50-yard Streamliner continuous cloth towel cabinet holds enough toweling for 200 dryings. Result: one daily (and in some cases less) inspection by maintenance personnel is all that is required to service each washroom. Due to rising labor costs, your customers are looking for ways to save money and make their work easier. You will be providing them an opportunity to do both.

To really demonstrate to a prospect the savings he will have with Steiner Company continuous cloth towel dispensers you can offer to install them on a trial basis. Accurate figures kept before and during the test period will clearly demonstrate savings on labor and maintenance costs. Cloth toweling is more competitive cost-wise with cloth substitutes than it has ever been before.

## Here are benefits

You can point out these advantages to your customers:

1. Cleaner washrooms with modern, sanitary dispensers.



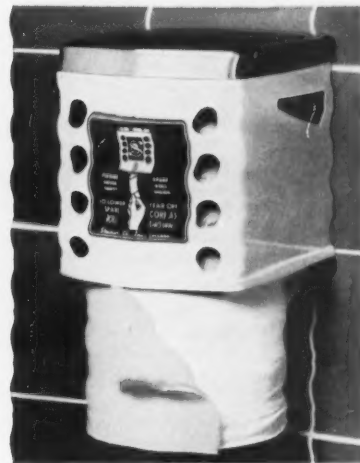
**CLOTH TOWEL DISPENSERS** Available in both 25- and 50-yard capacity. Can be adjusted to dispense toweling at speeds from instantaneous to 60 second intervals . . . we suggest 8 second intervals as best to cut waste and provide satisfactory drying time. Sturdy lock prevents towel theft.

# ADDED DELIVERY COST

2. With continuous cloth toweling there is no washroom litter and no danger of plumbing stoppages or fire hazards. Used toweling is wound right back into cabinet in a compartment separate from clean toweling.
3. Savings in servicing time because all dispensers are easy to fill and have large capacities requiring infrequent refillings. Because used towels wind back into cabinet there is nothing to clean up, cart away or dispose of. Result: even more time saved in washroom maintenance.
4. People enjoy using cloth toweling . . . it's what they are used to at home. And cloth toweling dries faster and more thoroughly than cloth substitutes. Nothing absorbs dampness like cloth.
5. Controlled dispensing . . . Steiner Company continuous cloth towel dispensers have an adjustable time stop which eliminates waste without restricting use.
6. When you charge him a fixed monthly amount for the 4-way service, your customer will know exactly what his monthly washroom costs will be.



**SOAP DISPENSER** Dispenses granulated soap with turn of handle. Holds enough for 1000 hand washings. Both Borax and toilet soap available.



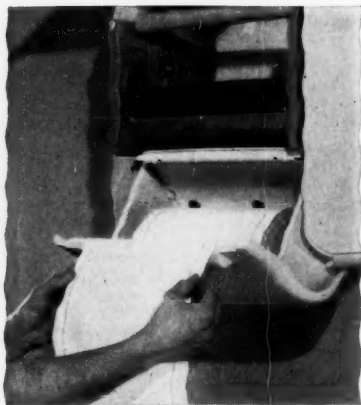
**TISSUE DISPENSER** Holds two rolls of 2000 sheets each . . . enough for several days supply per filling. Reserve supply prevents service failure.

## Help in getting started

We will be glad to help you set up a 4-way washroom maintenance service plan and show you how it can make profits for you. Steiner Company representatives will help you determine rates to charge for the service . . . help train your sales-

men and make calls in the field with them . . . and help you set up sales incentive contests. Steiner Company will supply you with sales literature for use by your routemen and salesmen.

For more information on the profit potential of the Steiner Company 4-way washroom maintenance service plan please mail the attached coupon.



**EASY TO SERVICE** Continuous cloth towel cabinets can be loaded in a matter of seconds. Easy-to-follow loading directions are attached inside each cabinet. Reduces washroom labor costs by cutting down servicing time required.



**STEINER COMPANY**

740 RUSH STREET • CHICAGO 11, ILLINOIS

Please send me more information about the Steiner Company Washroom Maintenance Service Plan. Dept. K-2

Name .....

Company .....

Street .....

City ..... Zone ..... State .....

**THE RECORDS** at Memphis Steam Laundry & Cleaners reveal that its fleet of 340 trucks and cars ran 5,446,916 miles last year at an average cost of \$.0628 per mile. This includes all operating costs: gas, oil, painting, accident repairs, etc.

There are many reasons that can be given to account for this impressive route record but success here begins with maintenance.

Memphis Steam Laundry provides family laundry, drycleaning and linen supply services through its many outlets to customers in the Memphis, Tennessee, area. It also operates plants in Jackson, Mississippi, and Little Rock, Arkansas. G. J. Lange-necker is president of the company.

In the past, all its truck repair and maintenance jobs were farmed out. Then in 1948 management established a transportation department and little by little started to do more and more of the work for itself.

The key man in this department is its superintendent, E. L. Johnson, a man with more than 30 years experience in the automotive field, working the sales and maintenance end of the business at both the factory and dealer level. He is responsible for setting up the standards, methods and procedures which have since helped to cut route operating costs down to the bone. Here's how it's done at Memphis Steam.

*Continued on page 40*

### Incentive for Safety

Since no one profits from an accident, the management of Memphis Steam Laundry does everything it can to encourage safe driving among its route salesmen.

One way it does this is to offer an incentive bonus for the men to shoot at. Here's how the bonus plan works:

The company pays a man \$10 a year if there is no "bent metal" on his truck. Another \$10 is added each and every year so long as he keeps his safety record intact. Thus, a safe driver gets \$10 the first year, \$20 the second, \$30 the third, etc.

Many of the men are currently collecting a bonus of \$60 to \$70 a year. And the top man recently picked up \$120 for 12 consecutive years of safe driving.

Should a route man become involved in an accident and his company collects for damages, his safety record stands. If, however, the fault is his own then he loses his bonus and starts all over again from the beginning.

By HENRY MOZDZER

## What's the Secret of SUCCESSFUL ROUTE OPERATION?

At Memphis Steam Laundry it starts with having  
a well-organized preventative maintenance program



Keeping costs down is key to profitable operation. Memphis Steam's fleet consists of 340 vehicles; last year they covered better than 5,000,000 miles serving laundry, linen and cleaning customers in three-state area



# For The Whitest Washes Under The Sun...

Use COLGATE **"LOW FOAM"** DETERGENT

Keeps Customers Coming Back... Keeps Machines Running Full Time!



Comes in 50-lb. Sprayed and Condensed Fibre Cases.  
Condensed is Ideal for use in Bulk Dispensers.  
Sprayed form not available west of Rocky Mts.

#### FREE TECHNICAL SERVICE AVAILABLE!

Our enlarged Technical Service staff will be happy to help you solve your soap and synthetic detergent application problems. Write your nearest Colgate-Palmolive Company Associated Products Department Sales Office. Send for new Soap Buying Guide.



**KEEPS CUSTOMERS COMING . . .** Because new Colgate "LOW FOAM" gives top-grade washing, high-lights colors and rinses perfectly. Contains a special laundry brightener to give your customers **THE WHITEST WASHES UNDER THE SUN!**

**KEEPS MACHINES OPERATING . . .** because Colgate "LOW FOAM" is the *controlled-suds* detergent especially formulated for tumbler and agitator-type washers. "LOW FOAM" produces just the right amount of suds for clean washes . . . not enough suds to interfere with washing action!

**ECONOMICAL, TOO!** "LOW FOAM" saves you money because it helps protect washers from damaging corrosion, overflowing suds or overheated motor due to "suds lock."

**COLGATE-PALMOLIVE COMPANY**

300 Park Avenue, New York 22, N. Y.

Atlanta 5, Ga. • Chicago 11, Ill. • Kansas City 11, Mo. • San Francisco 8, Calif.



**Safety first:** Each new truck is given a complete mechanical inspection before being painted and equipped for delivery service



**Skilled staff:** Having specialists on the company payroll enables Memphis Steam to get maximum use out of route equipment



**Records vital:** Keeping a detailed set of records provides a yardstick by which management may measure operating efficiency

*Continued from page 38*  
**New trucks reprocessed**

The fleet includes everything from ½-ton panels to tractor trucks which pull dust-tight trailers filled with linen loads between plants.

The ¾-ton and 1-ton vehicles are equipped with specially built bodies adapted for the particular service they offer. The ¾-ton units have a six engine and four-speed transmission and are used for route delivery. The 1-ton serve as relay trucks between the main plant and numerous suburban stations offering outlying customers one-day service. All the trucks are the same make and the fleet is believed to be one of the largest of its kind in the country.

Although new trucks are added every year, some are 10 years old and over. One dating back to 1940 has 313,516 miles of service and is still making its daily runs, thanks to Memphis Steam's preventive maintenance program.

The program begins from the very first day that the truck comes into the plant. Every new truck is thoroughly checked and reprocessed before being put into commission.

Bolts are checked and tightened, lubrication points are inspected and every step is taken to assure good mechanical condition. The preliminary inspection pays off. According to Mr. Johnson, experience has shown, for example, that the handbrakes on just about half the new trucks coming into the plant are not correctly adjusted.

Following this inspection, the trucks are turned over to the paint and body shop where they are painted, decaled and equipped with racks.

Points that are particularly vulnerable to wear and tear are given special attention. Decks are treated with a durable nonskid paint, liners are removed to prevent condensation and rusting between walls, etc. In some models, the seat levers have been cut and rewelded to get them out of the way so as not to snag route salesman's clothes and perhaps cause a bad fall.

**Weekly inspections**

Every truck is inspected and washed once a week whether it goes 5 miles or 500.

Because of the limited garaging facilities the route salesmen take their trucks home. But when a truck is due for a check, it is left at the garage overnight. (The "due in" day is the same each week to minimize confusion.)

The 165-truck fleet at the Memphis plant is serviced by a four-man staff that comes in at 3:00 p.m. and works nine hours, processing 25 to 30 trucks per night.

Each truck is first inspected. If it needs major repairs then it is held up and the salesman is given a substitute truck the next day.

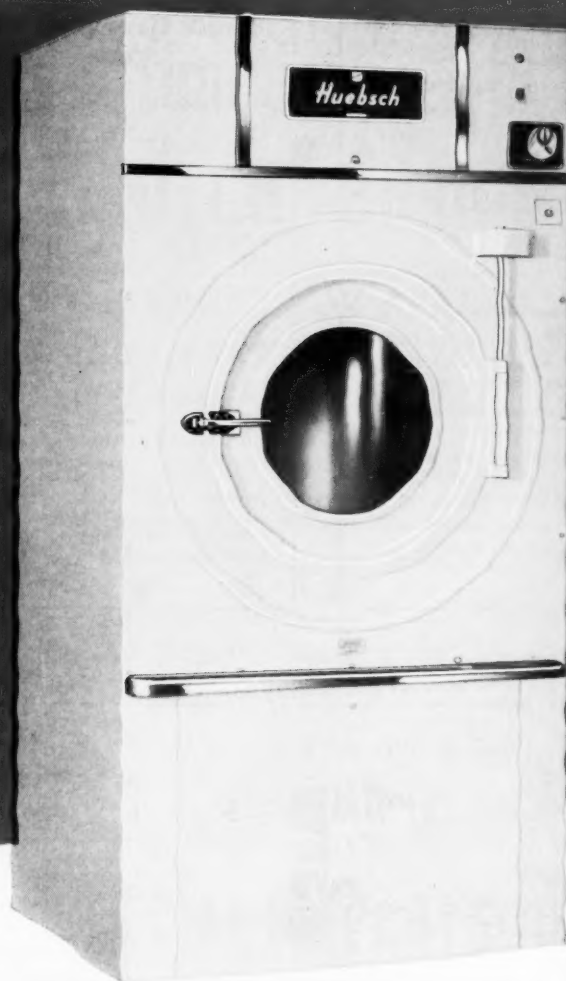
Trucks that have gone more than 750 miles then get a chassis lubrication and air-oil change before moving on to the wash stall.

(The records show that the Memphis fleet averages 10.82 miles per gallon of gas and 251.89 miles per quart of oil.)

**Complete repair service**

The repair department at the Memphis plant contains only three stalls. But what it lacks in size it makes up

*Continued on page 42*



LOOK AT HUEBSCH *first*  
because  
**HUEBSCH**  
is *first*  
in  
*features*

Count on Huebsch Dryers  
to give you the features that  
count most... features that mean  
faster, more economical, more efficient  
drying... and more satisfied customers!



**SELF-CLEANING** lint  
screen—automatically  
cleans itself and deposits  
lint on "Magic Carpet."



**"MAGIC CARPET"** lint  
removal—simply re-  
move front panel and slide  
lint from "Magic Carpet."



**EASY-TO-REACH** coin  
meter—conveniently lo-  
cated coin meter... a  
feature your customers  
appreciate.



**AND NOW**

**ADJUSTABLE FEET**  
Another Huebsch **FIRST!**  
Simple, fast adjustment  
for perfect leveling and  
alignment.

## **HUEBSCH** *Coin Operated* **DRYERS**

WORLD'S LARGEST MANUFACTURER OF COMMERCIAL TUMBLER DRYERS  
**HUEBSCH ORIGINATORS** MILWAUKEE 1, WISCONSIN

### Transportation Department Set Up

**Superintendent**—is responsible for entire transportation department in Tennessee, Mississippi and Arkansas.

#### Memphis Plant (Day Shift)

**Shop Foreman**—diagnoses trouble and assigns work.

**Parts Man**—purchases and charges out parts. Rebuilds exchange parts; i.e., generators, distributors, starting motors, etc.

**Engine Man**—rebuilds engines for entire fleet of 340 vehicles.

**Mechanics (2)**—handle actual repairs and replacements.

**Shop Porter**—serves as combination helper and tire-changer.

**Paint & Body (2)**—maintain truck appearance and appointments.

**Office clerks (2)**—take care of all office work at main plant and assemble records for entire fleet.

#### Memphis Plant (Night Shift)

**Inspector**—checks trucks weekly to see what work is necessary.

**Mechanic**—makes minor repairs and adjustments.

**Lubrication**—takes care of lubrication and oil changes.

**Wash Man**—washes down trucks weekly.

#### Branch Plants

Each of the branch plants in Jackson, Mississippi, and Little Rock, Arkansas, has its own transportation department consisting of six men. They include a working foreman, a complete set of mechanics, an inspector and wash man. A part-time girl in each branch plant makes up the cost records and forwards them to the main plant.

### Truck Fleet Costs by Year

Year	No. of units	Operating Costs per mile
1940	2	\$.0524
1941	16	.0469
1946	21	.0569
1947	16	.0620
1948	27	.0648
1949	10	.0540
1950	18	.0516
1952	4	.0361
1953	13	.0359
1954	3	.0431
1955	10	.0438
1956	11	.0396
1957	13	.0375

Note how costs dropped on Memphis Steam Laundry's four-year-old models after first major repairs were made. If possible trucks should be weeded out when second major repairs are due. Operating costs on early 1940 trucks went down because it was no longer economical to make any extensive repairs.

*Continued from page 40*

in efficiency. There are several reasons for this:

**1. Wise buying:** Memphis Steam finds that one of the best ways to reduce operating costs is to start out with a product that is built to do the job. It believes in buying heavy-duty materials such as tires, clutches, transmissions, valves, etc., to get longer life.

It also believes in buying standard brand products that have proved to be dependable over the years. They may cost more but they are worth it in the long run.

Its own experience plays no small part in these judgments. For example, Memphis Steam is going back to purchasing trucks with floorboard gear shifts, because its records show that this type is less expensive to maintain. It is willing to pay twice as much for such things as brake linings which have proved to last twice as long, because it means one less trip to the garage.

The plant even tests washing compounds since it found that some products tend to oxidize and dull truck paint.

**2. Specialization:** Memphis Steam believes in purchasing specialized equipment if it brings down costs and reduces down-time on its vehicles.

The firm recently spent \$600 for valve-grinding equipment because the local agency for one of its branch plants couldn't take care of the work

and didn't keep the equipment in good condition.

Similarly, while the average truck engine will go from 74,000 to 146,000 miles before overhaul is needed, Memphis Steam feels it has a big enough fleet to warrant a full-time specialist to rebuild its engines. He does everything but bore and grind them.

**3. Labor schedule:** "The difference between a good employee and a bad employee is supervision," says Mr. Johnson, "and you can't measure a man unless you have some records and standards to go by."

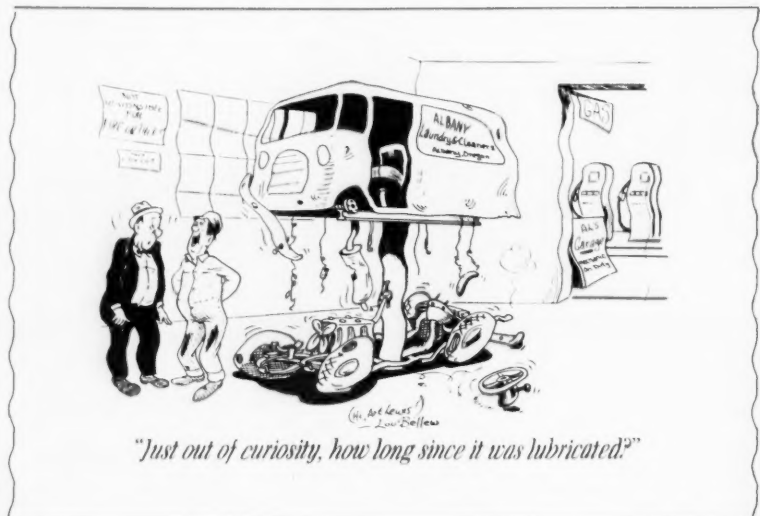
In the repair department, the me-

chanic's efforts are carefully evaluated against a factory-recommended time schedule and a repair order system.

The time schedule shows the hours and tenths of hours normally required to do a certain job—say 4.2 hours to change a set of brakes.

The repair order, issued by the shop foreman, lists the work to be done, time started and when completed.

With these facts it's possible to determine the number of payroll hours a man has put in and measure them against his productive time to determine his efficiency. Thus if he puts in 49 payroll hours and 44.5 produc-





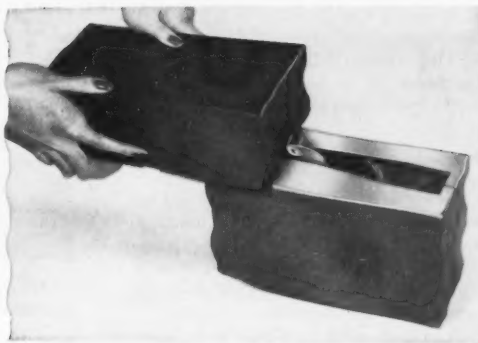
# New timesaver from "SCOTCH" BRAND!

## C-16 MANUAL BOX SEALER SPEEDS SERVICE AT YOUR WRAPPING STATIONS!

*Seal boxes just as fast as you can slide them across the Box Sealer. Each pass across the Box Sealer firmly places an automatically pre-cut 1½" strip of tape on the box quick as a wink. It's easy to operate and load. No motors, levers, nothing to adjust. Place two sealers side by side to apply two strips at once on larger boxes. Sealers may be used on counter top or recessed into the wrapping counter. Uses thrifty, tight-sticking "SCOTCH" BRAND Cellophane Tape (on 3" core) in 1½" or narrower widths.*

## SPECIAL OFFER!

*C-16 Manual Box Sealer, regularly \$35.00@ only \$25.95 with order of 144 rolls of "SCOTCH" BRAND Cellophane Tape at your regular price! (\$27.95 with 36 rolls) See your tape supplier!*



JUST PUSH THE BOX...



ACROSS THE SEALER...



PRESTO! IT'S SEALED TIGHT!

Easy to load  
...opens like  
a book!



"SCOTCH" AND THE PLAID DESIGN ARE REGISTERED TRADEMARKS FOR THE PRESSURE-SENSITIVE TAPES OF 3M CO., ST. PAUL 14, MINN. EXPORT: 99 PARK AVE., NEW YORK 16, CANADA: LONDON, ONTARIO.

**MINNESOTA MINING AND MANUFACTURING COMPANY**

... WHERE RESEARCH IS THE KEY TO TOMORROW



tive hours, his efficiency is rated at 91 percent.

The more efficient the repair department is, of course, the lower the firm's route operating costs.

### Records are vital

There's nothing like a detailed set of up-to-date records to keep management's finger on a route operation's pulse. They help to pinpoint trouble spots so that some sort of corrective action can be taken immediately.

Through long familiarity with the records, Mr. Johnson has been able to call a branch plant in a neighboring state and tell the foreman to take a look at such and such on truck #—because the records showed it was burning too much oil . . . a condition that the foreman was not even aware of.

At Memphis Steam, the transportation department keeps no less than 15 sets of records.



Interpretation of records plays key role in maintaining efficiency of plant's men and equipment. E. L. Johnson, superintendent of transportation, checks Monthly Truck Record, one of 15 records in use here

**1. Purchase Record**—This is kept in a visual binder and carries such information as the original cost of a truck plus all the additions necessary to prepare it for route service.

**2. Gas and Oil Tickets**—Record daily gas and oil consumption, giving pump reading and truck mileage. This is posted on a monthly record at the gas station and the tickets are forwarded to the office.

**3. Repair Orders**—List work to be done, parts and prices used. This information is also recorded on Daily Truck Costs Sheets.

**4. Daily Truck Costs Record**—Records gas, oil, mechanical repairs, etc. Gives monthly operating cost on each truck.

**5. Repair Order Register**—Repair orders are listed numerically and after each is stamped the date the orders are turned in to the office, which is when work is completed. Each repair order has to be accounted for.

**6. Tire Record**—Gives size, cost, purchase place, etc. Each tire is tagged and date is posted when removed.

**7. Inventory Stock**—Lists purchased parts charged to inventory and when charged out to truck.

**8. Statement**—Weekly billing, charging each department for work done on its trucks, and gasoline and oil.

**9. Work Sheet**—Enables main office to give each department an itemized weekly statement and to balance office ledger.

**10. Monthly Work Sheet**—Used to determine operating and upkeep costs of the entire fleet. Information is taken from Daily Truck Costs Records.

**11. Monthly Record**—Gives operating and upkeep costs per month, per truck. Totaled quarterly, grand-totaled annually.

**12. Historical Record**—Each ve-

hicle has a card showing operating costs totaled after each year.

**13. Labor Records**—A weekly report on mechanics' productive hours.

**14. Grease Rack Records**—Show when lubrication and oil changes were made and truck mileage that date.

**15. Final Analysis**—Comparative records giving quarterly totals and yearly totals in comparison with previous year.

### Summary

The small route operator could not afford to specialize as much as Memphis Steam has done.

But Mr. Jackson believes that a plant with 15 to 20 trucks on the road should start thinking about doing some of its own truck maintenance work, since maintenance is the starting point for any profitable fleet operation. □□

## LAUNDRY BUSINESS TRENDS

### New York

four weeks ended

Dec. 27—2.5% more than last year

M. R. Weiser & Co., New York

### New Jersey

four weeks ended

Dec. 27—2.2% less than last year

M. R. Weiser & Co., New York

### New England

Dec. 6—4.4% less than last year

Dec. 13—2.0% less than last year

Dec. 20—5.5% less than last year

Dec. 27—2.3% less than last year

Carruthers & Co., Boston

### Southeast

Nov.—5.0% less than last year

J. R. Wilson & Co., Atlanta

*"You'll love it too!"*

# Southern NYLON FLANNEL

for longer service on laundry presses



**TWO WIDTHS**  
*for cutting with minimum waste:*  
**45" and 54"**

**AVAILABLE promptly by the yard**  
or in flannels ready-cut for quick installation.

**RECOMMENDED**  
*especially for shirt presses*

**FOUR TYPES**  
to give maximum economy and performance:

- (1) 20-ounce double face for most American, Forse, Prosperity and Unipress sleeveless.
- (2) 30-ounce double face for most Ajax and Pantex sleeveless, and Prosperity 2121CSP2. Also for Unipress bosoms.
- (3) 50-ounce double face for most Ajax, American, Pantex, Prosperity and Unipress bosoms.
- (4) Knitted single face for all expander blades.

**LONGEST LIFE**

of any flannel you can use!

*Wash this improved flannel,  
fluff it and use it  
again and again  
for many weeks*

**GUARANTEED**

to give full satisfaction



**SOUTHERN MILLS, INC.**

**585 WELLS STREET, S. W., PHONE JACKSON 4-1991, ATLANTA 3**

10-103 Merchandise Mart, Phone Delaware 7-5193, CHICAGO 54  
1641 South McGarry Street, Phone Richmond 7-0261, LOS ANGELES 21

4924 Greenville Avenue, Phone Emerson 8-4377, DALLAS 6

233 Broadway, Phone Beekman 3-9260, NEW YORK 7

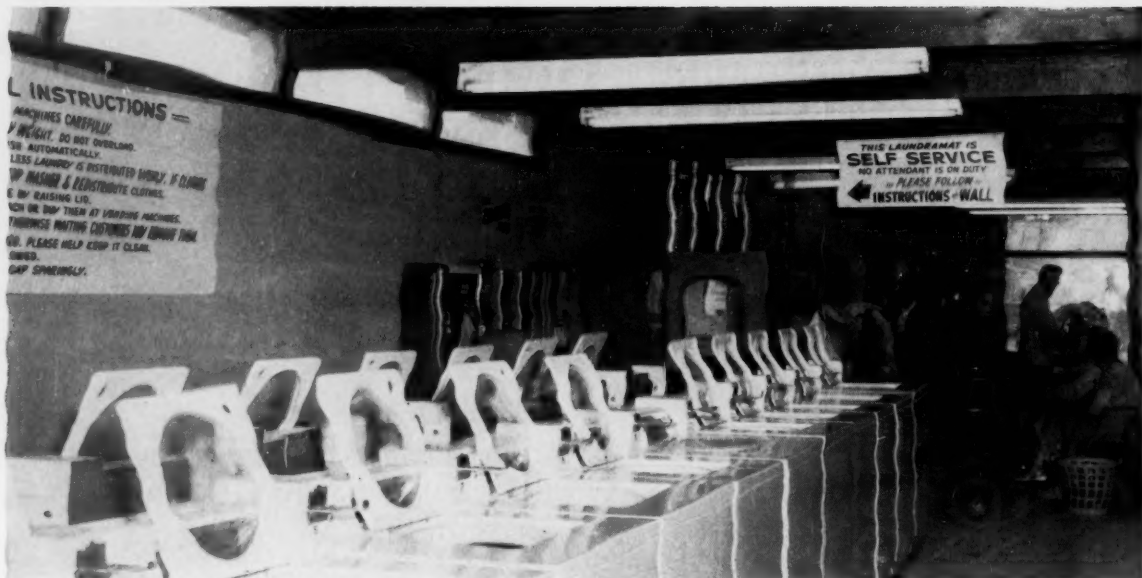
905 Chamber of Commerce Bldg., Phone Franklin 7-3132, MIAMI 32

Distributed by

**Leading Supply Jobbers**

from coast to coast

## Sales Pop at New Coin-Op ...



Twenty-four washers and six tumblers pretty well fill up this 18-by-78-foot plant, the first of its kind in Encinitas. The outlet is unattended but management learned many interesting things about customers' laundering habits

## Did \$250 the First Week

*California plant exceeds break-even point  
from the first week of operation  
and sales have doubled since then*

By LOU BELLEW



Cedar timbers support flat roof. Walls are bright yellow, washers are white and tumblers green. Windows on all sides, plus plenty of fluorescent lights, make it a cheery place. Plant backs on supermarket parking area

A WELL-PLANNED advertising campaign was discarded at the end of two days operation of a brand-new coin-operated laundry in Encinitas, California. Reason? Volume far exceeded expectations from the very start. Located next to the town's leading supermarket, the huge parking area right at the coin-op's back door seems to have played a major part in attracting customers to the new outlet.

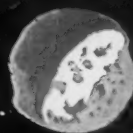
Plantowner Sid Shaw claims he would have been quite content had the enterprise merely broken even. Instead, the coin-op passed the break-even point by hitting \$250 volume the first week, \$400 by the third week, and now averages about \$500 each week. At this writing the plant is in its seventh month of operation, without benefit of any advertising since opening day.

Sid became interested in coin-operated laundry installations in other cities, and for a long time felt his town might well need such a service.

First, a proper location had to be found, and from Sid's observations he felt there should be parking for at least 12 cars. Several buildings in good locations were for rent, but none had parking facilities. Fortunately, he



*We're not shooting for the MOON...*



**but we will fully dry 1000 lbs-  
or condition 3000 lbs per hour\***

**with the**

**SMITH  
GRANTHAM**

**1000**  
drying tumbler

• **double the air flow**  
of other tumblers  
guarantees more production

• **fire-hot air**  
like a four stage  
rocket blast

turn time into money  
...contact your  
**SMITH-GRANTHAM**  
representative



**THE T. L. SMITH COMPANY**  
Milwaukee 1, Wisconsin • Lufkin, Texas

Since 1900, the pioneer designer and foremost  
manufacturer of the world's finest mixers

Manufactured and  
distributed exclusively  
by the Laundry Division

AFFILIATED WITH  
Essick Manufacturing Company,  
Los Angeles, California

### Sid Shaw Suggests . . .

1. Provide plumbing for 30 percent more washers than you open with. And install water heaters and softeners with sufficient capacity to handle this maximum number.
2. There should be enough parking space around the plant to handle 10 or 12 cars during peak periods.
3. Accessories such as carts and tables should be sturdy enough to take abuse and bulky enough to discourage theft.
4. It's a good idea to have a night watchman check the premises to discourage late night parties and possible vandalism.
5. Above all, don't try to tell people how to wash their laundry. They will help each other as the need arises.



Stray items are tacked up by plantowner Sid Shaw on community bulletin board. While he's in and out of the plant on frequent occasions, he follows one cardinal rule: Don't try to tell people how to do their wash

learned of a local contractor's plans for the erection of a one-level 18-by-78-foot structure next to the local supermarket, to be used for business offices.

A five-year progressive lease deal was arranged before the building actually started, and Sid's piping and wiring needs were included along with the contractor's plans for proper facilities for the original four business offices, at a very nominal cost. Just in case the coin operation should be discontinued, the building can be quickly converted to offices since the necessary electrical floor outlets are already

in. Toilet outlets have been what is known as "stubbed in" so all that would be needed would be to break out a small covering of concrete which is now part of the floor.

As soon as ground was broken for the building, signs were put up to the effect: "A coin-operated laundry is to be erected here . . . 20¢ wash and 5¢ dry." Most of the conversation by the sidewalk superintendents was that "this time good old Sid is going to lose his shirt."

Indeed, by the time the building was completed, Sid was about to agree with them. As a result he

planned a pretty thorough advertising campaign consisting of direct mail, newspaper, printed cards for local motels, and lots of other angles of promotion that would have totaled about \$600 had the public failed to respond properly.

An \$18 ad in the local paper rather modestly announced the Friday and Saturday opening of the coin operation, and the fact that each customer would receive 20 cents to wash her first load free. A pretty high school girl was hired for \$8 per day to dole out the dimes the first two days of operation. Naturally, the girl was on duty only eight hours each of the two days, but one customer who came during the late evening hours complained that no one was there to give her the money when she brought her washing in. (Sid gladly gave her 20 cents.) The girl gave away in the neighborhood of \$20 at the opening. So, he was in business for \$54.20.

### Self-advertising project

Sid decided he had better get down there early Sunday morning and sweep out the place. But he overslept and didn't get down to the place until 9:00 a.m. The store was so crowded he couldn't get in with his broom. This was when he decided that further advertising would be a waste of money.

The plant opened last June with twenty 9-pound top-loading washers and four drying tumblers. Now there are 24 washers and 6 driers.

There have been a few problems, of course, but Sid Shaw is a young fellow who has learned to roll with the punches. Take the matter of the 2-inch copper water line that feeds the washers. There were frequent complaints that the washers at the end of the line got mostly cold water after no one had used them for a few hours. To insure instant hot water in any machine even after a lull in business, Sid solved the problem by reducing the water pressure at the meter to about 32 pounds, then installing a 30-pound pressure-release valve at the end of the hot-water line. This causes a continuous dribble into the drain trough at all times. The cost of the wasted water amounts to no more than \$2 per month.

Most coin-store plantowners go to considerable lengths to remain anonymous, but in a town as small as Encinitas this is impossible. In fact, Sid doesn't mind being known as the owner, and this contributes to far better public relations. The suggestion box at the store is checked each day, and the few complaints that are re-

*Continued on page 52*



**FAST-MOVING PROSPERITY**—Lake City Laundry Company of Chicago is one of the largest commercial laundries in the Midwest. Serving the needs of countless hotels, hospitals and other institutions in the Chicago area, Lake City employs over 300 people and utilizes the finest of high speed laundering equipment. Flat work, for instance, is finished on a battery of ten flat bed ironers, some of which operate at speeds of 100 feet per minute. On all of these ironers, Lake City has been using Prosperity Aprons for more than 15 years. This is another example of how the fabrics produced by Mount Vernon Mills and the industries they serve are serving America.



**Mount Vernon Mills, inc.**  
A LEADER IN INDUSTRIAL TEXTILES

**TURNER HALSEY**  
Selling Agents

Main Office and Foreign Division: 40 Worth Street, New York, N. Y. Branch Offices: Chicago • Atlanta • Baltimore • Boston • Los Angeles

Always look for this purple stripe in all PROSPERITY\* and ORIOLE\* fabrics. It's your assurance of fine performance and longer life in apron duck and cover cloth fabrics.

PROSPERITY and ORIOLE purple stripe fabrics are available ONLY from these laundry supply jobbers:

THE CARMAN CO., Denver, Col. • CARMAN-CONLEY, INC., Chicago, Ill., Indianapolis, Ind., Milwaukee, Wis. • CARMAN-MITCHELL-WING CO., Stoneham, Mass. • CARMAN OHIO CO., INC., Cincinnati, Ohio • CARMAN PITTSBURGH INC., Pittsburgh, Pa. • CARMAN SUPPLY CO., Cleveland, Ohio • C. C. CHEMICAL CO., Sunnyside, L. I. • JOHN P. LYNCH CO., San Francisco, Calif., Los Angeles, Calif. • MORRIS & ECKELS, INC., Alexandria, Va., Norfolk, Va., Baltimore, Md. • MORRIS & ECKELS CO., Jacksonville, Fla., Atlanta, Ga. • OSMUND & CO., Portland, Ore. • ROCHESTER CARMAN SUPPLY CORP., Rochester, N. Y. • JAMES E. ST. JOHN, Philadelphia, Pa. • E. J. THOMAS CO., Columbus, Ohio • THOMPSON-HAYWARD CHEMICAL CO.—CARMAN DIVISION, Fort Worth, Tex., Houston, Tex., Kansas City, Mo., Omaha, Neb., St. Louis, Mo., San Antonio, Tex.

\*Trademark Mount Vernon Mills, Inc.

**"100,000 road miles -  
double that in engine  
miles - without  
having the pan off!"**

*says C. A. Siple, Proprietor  
Pennsylvania Truck Leasing Co.  
Pittsburgh, Pa.*





**"Our Fords hold up  
better . . . are more  
economical to operate**

"A striking example of their durability is the 100,000 road miles on a '51 Ford F-350 . . . with only routine maintenance.

"The majority of our 297 trucks, leased to the Country Belle Cooperative Farmers, are Fords. We've found that standardizing on Ford trucks makes for easier servicing and better availability of parts. That's because there are Ford Dealers in all the rural areas we serve, as well as in the big cities.

"Our Ford 1- and 1½-ton retail and wholesale delivery trucks cover a mountainous territory which takes real stamina. Our records show a substantial savings in cost of operation, and a minimum of time lost due to breakdowns.

"Country Belle drivers are enthusiastic about their Ford route delivery trucks. Thanks to the peppy Ford Six, they get to their routes faster and have more time for sales work.

"We also have tractor-trailer units for transporting bulk milk. And we have a new '59 Ford Extra Heavy with Super Duty V-8 on order."

## **GO FORD-WARD** **for savings with '59 Ford Trucks!**

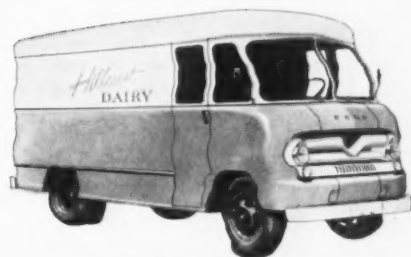
Join the *Ford-ward* march to savings! Whatever type of delivery vehicle you need . . . whether it be a conventional unit similar to those used by the *Country Belle Cooperative Farmers* or a forward-control Parcel Delivery shown here . . . you'll be ahead with a Ford. And for '59, there are even more reasons to invest in a Ford truck. You'll find:

**Sleek new Courier Sedan Delivery** on 118" wheelbase.

**New gasoline economy** from the industry's most modern and advanced 6-cylinder engines.

**Rugged durability** in the box girder construction of the Styleside pickup's cab-wide box.

**Wide choice of transmissions** including Ford's new Heavy Duty Cruise-O-Matic.



1959 FORD PARCEL DELIVERY SERIES TRUCKS are available in windshield-front-end or stripped-chassis models. Bodies from 250- to 525-cu. ft. capacity can be mounted quickly and economically.

**Smoothest ride** of any half-ton pickup on the road today.

And for the 13th straight year, independent insurance studies prove that *Ford trucks last longer!* For a truck that goes all out to save time, work and money on your job, see your local Ford Dealer and go Ford-ward for savings, style and stamina!

# **FORD TRUCKS COST LESS**

LESS TO OWN...LESS TO RUN...LAST LONGER, TOO!

Continued from page 48  
ceived refer to machines that didn't work when a coin was inserted. These cases are handled quickly, and people actually come in to his plant to thank him for the refund.

One suggestion by a customer was written on a tiny piece of paper in handwriting so small it could hardly be read, as if it pertained to a matter that should be whispered rather than said openly. It read: "Why don't you have toilets in here?"

#### Self-policing customers

A frequent complaint from customers is about people who do their wash at home and then bring it in to the plant for drying. Rule-of-thumb measure is that one tumbler for every four washers is a good ratio for drying, so an "intruder" can upset the tempo. However, Sid claims the customers have their own ways of handling these problems and he seldom needs to get involved. Quite often a customer will "reserve" a tumbler by putting coins in to keep it constantly tied up until her own wash is ready for drying.

Most owners stay away from their coin operations and, according to Mr. Shaw, it isn't because the customers will shower him with complaints. Most often it's because the customers just don't want the owner messing around trying to tell them how to do their work. They prefer to be left entirely on their own, and wind up doing a good wash by helping each other.

Only one wash has ever been reported stolen. This stemmed from the customer's habit of loading a washer and then going out to do some shopping during the 28-minute washing cycle. This particular customer returned a bit later than 28 minutes and found her wash had disappeared. The unusual twist is, another customer thought someone had forgotten her wash, so she unloaded the washer, put it into a bag and turned it in at the Shaw plant as a helpful gesture. The rightful owner soon retrieved her garments and lugged them back to the plant to dry them.

Biggest attraction of the coin-operated plant for the housewife is that instead of fighting a home washer for half a day, she can make use of five or six coin-operated washers at one time and do the entire week's laundry in about half an hour. Drying is accomplished in about the same length of time, during which she can even get her shopping done next door.

According to Mr. Shaw, two consecutive days of rain automatically increase the week's volume by \$100 at this location. Customers who have

#### Monthly Expenses

Rent .....	\$ 175.00
Utilities—gas & electric .....	\$ 140.00
—water .....	30.00
Supplies—soap & bleach .....	75.00
—salt for softener .....	7.50
—soda & cigarettes .....	75.00
Maintenance—plant & equipment .....	90.00
Insurance .....	10.00
Miscellaneous—night watchman .....	7.00
—burglar alarm .....	6.50
—pest control .....	3.00
—other .....	1.00
	<b>\$ 620.00</b>
Amortization of equipment about .....	\$ 400.00
<b>TOTAL monthly expenses .....</b>	<b>\$1020.00</b>

Profit is expected to range from 30 to 40 percent of gross volume which will probably run \$26,000 per year.

their own home washers don't patronize the coin-op on a regular schedule, unless their own machines are out of commission or if they get behind in their household duties. One day of rain is taken in stride by the housewife. She can always do her washing the next day. But if it rains two days in a row it apparently panics them into thinking they'll never be able to get the week's wash done at home, so they rush it to the coin-op.

#### Underloading the rule

At first Sid feared the customers would cause machine damage by overloading the washers and thought of installing scales so they could weigh the washer loads. However, his equipment salesman talked him into doing without them for a while. Sid is glad now that he waited. Customers underload to the point of using as many as eight machines for a five-machine load. One lady was observed operating six washers, each containing one sheet.

In response to an emergency call regarding a washer that wouldn't go into its extracting spin, Sid found one washer that was a bit overloaded. A customer had stuffed a shag rug into the machine that he swears was at least a 9-by-12 size. It took a supreme effort to remove the wet mass and place it, dripping wet, in a drying tumbler. He claims his pleasure came when the lady started stuffing nickels in the coin box of the tumbler to try to dry it. The drying time was not recorded for this part of the operation.

Comments from the customers on why they patronize the coin-op are interesting. One woman admitted she

used the service primarily as an excuse to "stick the old man with the kids and get out of the house for a while." Others expressed a preference for washing their things separate from the garments of others, which would be done at a commercial laundry. Many, of course, can't afford a home washer. Others say their home washers need repair and they resent paying what they feel are exorbitant charges for such work.

More and more males are getting the coin-op habit, perhaps due to the boy-meets-girl possibilities in the almost clublike atmosphere that prevails most of the time. Married men who work late evenings apparently enjoy doing the family laundry, which gets them in solid with their wives. In fact, several men working late shifts make it a regular event to get together and "chew the fat" while the clothes are being washed. Older people find it a fine place to talk to others their own age and make new friends.

#### Maintenance and policing

Machine maintenance and cleanup are done by an employed swing-shift factory worker after midnight on the basis of \$3.75 for each machine on the floor, which comes to \$90 per month. A complete stock of repair parts is kept on hand at all times for his use.

For \$7 per month the business district merchant patrolman checks the plant at frequent intervals throughout the night, and turns off the burglar alarms on the coin changers which are sometimes set off by passing trains and heavy trucks. There has been no vandalism so far and no coin changers have been robbed. However, someone did load the coin changers with about \$10 worth of Mexican money. The coin changers have since been adjusted to prevent a recurrence of this trick.

Sid Shaw is understandably happy with his coin-operated laundry. The nice part is that its operation requires no special knowledge, and it is a gilt-edge investment. Easy to sell to anyone if the need ever arises, since all the buyer would need would be the key to the plant coin boxes.

Actually, Sid's only problem at the moment is that his friends all think that he's made a million dollars on the plant the first six months. An impression no doubt gained from seeing slightly built Mr. Shaw staggering to the bank occasionally with about \$100 worth of nickels in a canvas bag. He's still trying to figure out why coins in bulk seem to represent more wealth than 20 times their value in banknotes, to most folks. □□



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**Clinton serves the LAUNDRY industry**

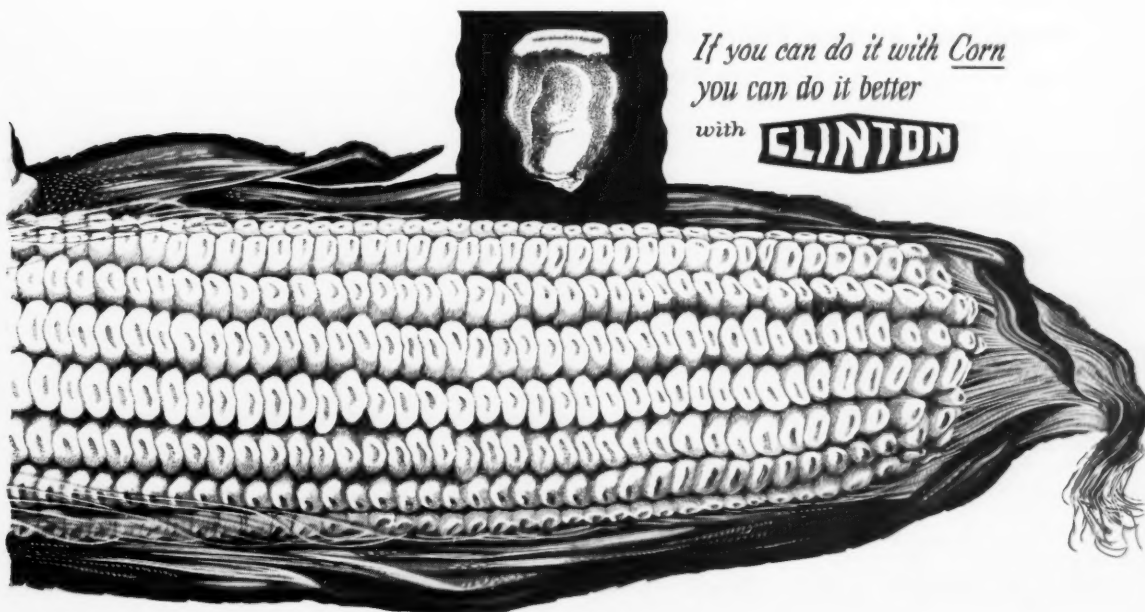
Clinton's uniformly controlled, quality products will meet your most rigid requirements. Consult your *Clinton salesman. He will provide product* information, arrange for prompt technical service, or assist you in any way possible.

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you can do it better*

*with*

**CLINTON**

## INCOME TAXES:

# 16 Ways To Save Money

By **ALLAN J. PARKER**



**AUTHOR** Allan J. Parker is a New York attorney who specializes in tax matters. He has a Bachelor of Laws degree as well as Master of Laws degree in taxation.



### **Here is a check list of deductions for your 1958 RETURN -**

YOUR 1958 INCOME TAX return, due on or before April 15, 1959, is a challenge to your intelligence and integrity, subject to the ultimate enforcement of the Internal Revenue Code. But at the same time, you are under no patriotic duty to overpay your tax by overlooking various deductible items you may legally claim.

Salaries or wages, including Social Security taxes, are an obviously deductible expense, together with the cost of any such fringe benefits you may furnish employees, such as carfare, insurance or lunches. (Incidentally, don't forget about your own Social Security or self-employment tax if you are doing business as a proprietorship or partnership. This tax is pay-

able in addition to your Federal income tax and is not a tax-deductible item.)

#### **Rent and improvements**

Another substantial deduction is rent, including any rent measured by a percentage of gross sales. Any brokerage commissions, attorney's fees or other charges which you may have paid in obtaining your lease are deductible, not all in the first year but ratably over the term of the lease. That is, a \$100 attorney's fee for negotiating a three-year lease may be deducted at the rate of \$33 per year. Similarly, the cost of any improvements, such as new plumbing, air conditioning or new walls, may be depreciated over

the term of the lease or the useful life of the property, whichever is shorter.

Any renewal terms which may be obtained at the tenant's option are disregarded for this purpose unless it seems reasonably certain under all the circumstances that the option to renew will in fact be exercised. Under a new law, if you would stand to lose a substantial part of your investment if you don't renew, it is presumed that you will renew. Thus, your depreciation is spread over a larger period and your allowable deductions are smaller.

#### **Depreciation offers choice**

Depreciation on equipment such as drycleaning machines, tumblers or presses is another large item. Since the beginning of 1954, it is possible to use a more rapid rate of depreciation during the early years of equipment that is new in use. On a large item, such as a truck with an original cost of \$3,000 and assuming negligible salvage value (possibly an unreal assumption), the "straight line" depreciation deduction would be \$600, taking a five-year useful life.

Using a so-called "sum of the year's digits" method of depreciation would result in a deduction of \$1,000 the first



# DON'T SETTLE FOR LESS

... **THAN THE LEADER**

## **SPEED QUEEN'S**

**20 minute cycle almost  
doubles Coin Store  
income!**

*Speed Queen's 20 minute complete washing cycle is reason enough—for Speed Queen's unchallenged lead in coin store installations.*

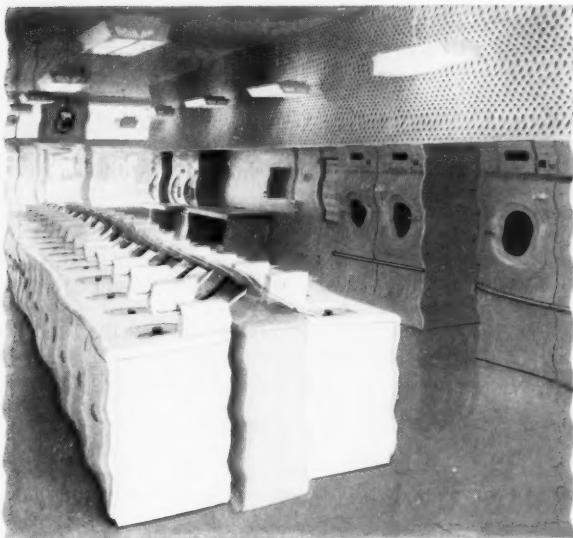
**30 SPEED QUEEN WASHERS CAN TAKE IN MORE MONEY AND TURN OUT MORE VOLUME THAN 50 WASHERS OF MOST OTHER MAKES.**

*The new Speed Queen 20 minute cycle is almost 50% shorter than other automatics, thereby increasing the earning capacity of your laundry. The 20 minute cycle also attracts more customers as housewives too, appreciate the time saved. Best of all, the 20 minute cycle is accomplished without sacrifice of laundering efficiency.*

*In addition, Speed Queen provides an aerated "water-fall" inlet to speed soap dispersion, automatic removal of lint and soil laden scum through a Flotation Pre-Rinse; Automatic Sediment Ejector, and Over-flow Power Rinse plus many more features proven in over 5 million washers.*



## **3 additional reasons for SPEED QUEEN LEADERSHIP**



**LESS investment, LESS installation,  
LESS maintenance costs . . .  
with SPEED QUEEN**

*It's basic mathematics . . . fewer short cycle Speed Queens will take in more money . . . than most other makes—thus requiring lower initial investment for the same or greater returns!*

*Add to this advantage, the fact that Speed Queen does not require bolting to the floor, or the expensive "island type" installation, thus materially lowering installation costs.*

*As to servicing, Speed Queen has been proved, and proved again, in commercial installations. When servicing is required—without moving washer and removal of the front panel, you have access to electric motor, fluid drive, clutch, spin solenoid, agitator solenoid, pump, and belts. Removal of back panel provides access to transmission and removal of rear cross brace provides access to water mixing valve.*

*There's no reason to settle for LESS—than the Leader . . .*



For complete details, write

**SPEED QUEEN**

A Division of McGraw-Edison Co.

Speed Queen and Simplex Commercial Dept. J  
Ripon, Wisconsin

year of the property's life. Assuming a 22 percent tax rate, the use of rapid write-off depreciation would result in a tax saving this year of \$88.

Although your depreciation deduction in the later years of the truck's useful life will be correspondingly reduced, with a proportionate increase in tax, at least you have had the use of dollars which would otherwise have been paid out in taxes in an additional five or six years. It's a little bit like borrowing from the Government without interest.

However, if for any reason you expect to be in a higher income tax bracket five years from now, you might prefer to postpone the tax deduction until then and hold to a straight-line method of depreciation. In general, once you select a method of depreciation you may change only with the Internal Revenue Service's permission.

### New depreciation extra

Congress has given the deduction for depreciation additional attractiveness, beginning with 1958. A new, extra first-year depreciation of 20 percent is allowed on purchases up to \$10,000 a year (\$20,000 if joint returns are filed) of tangible, personal business equipment (not land or buildings). This is in addition to regular depreciation and disregarding salvage value. Either used or new property is eligible for the extra 20 percent first-year depreciation deduction provided it has a useful life of six or more years.

It may be noted that automobiles or trucks may not ordinarily qualify for this additional depreciation deduction as they are generally found to have a useful life of less than six years.

There are some other limitations on this additional depreciation deduction which should be checked with your attorney or accountant. For example, the property must be *purchased* (not exchanged or inherited) after 1957 from a person who is not a member of your immediate family. Also, this provision is elective. If a taxpayer prefers to spread depreciation over a long period, he is entitled to do so. Mr. Jones, who borrowed money to equip his own plant in 1958 and is just getting under way, prefers to postpone depreciation deductions to what he hopes will be higher income years in the future.

Large ordinary repairs such as painting or decorating are deductible in full in one year. These items are not considered to be depreciable improvements, even though you do not

anticipate that you will redecorate your plant every year.

Similarly, the cost of advertising and promotion, for radio spot advertising, balloons for the children, signs or newspaper advertising is deductible. The cost of an open house, including refreshments and door prizes, is similarly deductible all at once even though you hope and expect that the goodwill benefits of such an expensive undertaking will not be exhausted in one year.

### Advertising can be indirect

Did you build goodwill by sponsoring a Little League baseball team? The cost of uniforms is deductible. One recent case even allowed a dairy to deduct part of the cost of an African safari taken by its president. The taxpayer showed large resulting promotional and publicity benefits—such as running a “name the tiger” contest for children.

Advertising is one way of acquiring customers. Business entertaining is another. The cost of taking customers, like the restaurant chain owner whose linens you handle, to lunch or dinner, fights or ball games is deductible.

You can also take a deduction for business entertaining at home, of course, including not only a ratable portion (depending on the number of guests, for example) of the cost of food and drink but also transportation for guests or flowers. But be ready to substantiate your deductions by keeping some form of records of whom you entertained and what your business relationships were with these persons.

In addition to these costs of acquiring new customers you may deduct the cost of retaining old customers through amounts paid to settle damage claims, even claims you may consider groundless. The cost of insurance or of legal fees in connection with adjustment of claims is similarly deductible.

Nobody's education stops the minute he gets out of school. For the alert laundryman there is always something new—for instance, the recent motivation research and public relations program. The tax laws permit you to deduct amounts paid to keep

your own skills sharp, just as it does amounts paid to keep your equipment in good repair. This includes dues to state or national associations, the cost of attending conventions, clinics or workshops, including hotels, transportation and tips but not the cost of any side trips for pleasure.

### Contributions to charity

In itemizing your 1958 deductions don't overlook contributions, direct and indirect, to charity. You can, of course, make these in cash, but also more indirectly—such as the cost of craft materials for your Cub Scout Den or flowers for your church. The value of clothing given to the local thrift shop, for example, may also be deducted.

Charitable contributions may also take the form of unreimbursed expenses incurred in connection with charitable and welfare work you did. You may deduct the cost of gas and oil consumed in driving your car to solicit funds for the new addition to your church. Even the cost of toll telephone calls and postage incurred in connection with charitable work, such as acting as an assistant scoutmaster, should not be overlooked.

Incidentally, on the question of deductible charitable contributions, you might tell some of your customers who don't already know it that they can deduct your cleaning charges for items used in performing their charitable services such as choir robes or Cub Scout Den Mothers' uniforms. Also charges for cleaning nurses', policemen's or other uniforms are deductible—this time as business expenses.

Again it will help you to keep all possible receipts and cancelled checks relating to such charitable contributions and expenses in the event you are called upon to support these deductions.

However, on some deductible items, such as amounts dropped into cans rattled on the street corner for the Salvation Army, provided you are morally certain that you actually did make the claimed expenditures or contributions, you are entitled both morally and legally to make a reasonable estimate of these, with the warning that any doubt may properly be resolved against the taxpayer who has not kept adequate records.

Finally, if you have a really difficult question on your tax return, check with your CPA or attorney. Tax laws may be complicated at times, but if you don't try to chisel and do compute your tax in good faith, you'll not only stay out of trouble but pay your fair share of the cost of keeping America strong. □□

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nylon **CUSTOM-FIT** Press Covers  
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All ROCKWEAVE Custom-Fit Press Covers have these features—

■ **Individually designed** to fit exactly any press in general use . . . you are assured of a perfect fit over your pad.

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■ **Fabricated** from first-quality, strong, long-lasting nylon . . . your choice of spun or filament (slick) material.

In side-by-side tests on laundry presses, ROCKWEAVE Custom-Fit covers *lasted longer* than covers of similar quality. Yet, they're *priced competitively*—to save you money!

ROCKWEAVE Custom-Fit covers are supplied to you in the *exact pattern* that fits your press . . . or will be fabricated from your own pattern. If you prefer to cut your own covers, ROCKWEAVE nylon material can be obtained in rolls. And you can get ready-made pads—cotton, nylon, asbestos—fabricated by ROCKWEAVE to fit your presses.

See you at N. I. D. C. Convention, Atlantic City—Booth 501



CALLAWAY MILLS, INC.

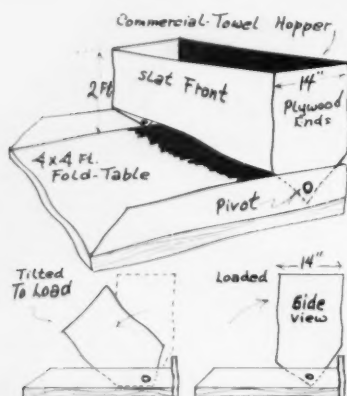
295 Fifth Avenue, New York 16, N. Y.

# Rhapsody in Belleu

## Towel-Folding Hopper

More ideas from Cascade Laundry & Drycleaners in Klamath Falls, Oregon. This one is a handy commercial towel hopper for the folder's table, which leaves the entire 4-foot-square table top uncluttered for the folding operation. Rather than dump these small towels out on the table and leave only a small area open to work on, Ed Isensee built a small hopper at the back of the table from which the towels could be removed one at a time for folding.

The hopper is 4 feet long and sits to the rear of the table. Front and



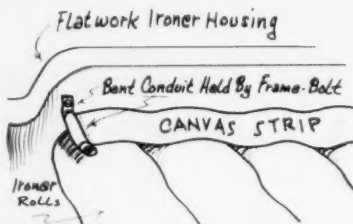
back are of slat construction, with plywood ends that are about 14 inches wide and 2 feet high. The plywood ends are slightly pointed at the base and bolts through the sides of the table act as pivot points. This permits tilting the hopper forward for easier loading, and back during use. A small pin near the pivot bolt holds the hopper in its upright position. According to Ed, it's speeded up the towel folding operation considerably.

## FWI Roll Ends Protected

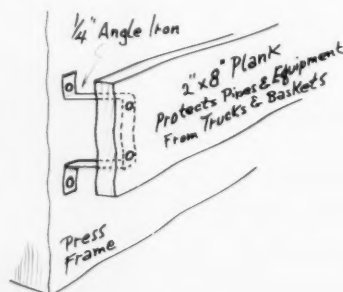
They say there's nothing new under the sun, and maybe it applies to the laundry industry, too. But at least there are a lot of variations on the same ideas in this business. More and more launderers are using strips of canvas to protect the ends of the flat-work ironer rolls from accumulating dust . . . but every launderer seems to have his own idea on how to hold the ends of these canvas strips.

At Cascade Laundry they use thin-walled conduit to hold each end of

these canvas strips. About 2 inches of one end of each of these conduit supports is hammered flat and bent at a right angle. The flattened end has a hole drilled in it, so one of the ironer



frame-bolts can hold the conduit support in proper position at both ends of the ironer. Removal of these dust-protector strips for occasional laundering is simplified by sewing hems in the ends of these pieces of canvas so they slip easily over the conduit supports.



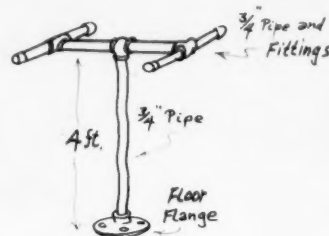
## Pipe Guards

Cascade uses a good idea to protect exposed pipes and copper tubing of finishing equipment from damage by trucks and baskets. For this purpose U-shaped angle-iron braces bolted to the press frames are used to support 2-by-8-inch planks across the backs of the presses. Equipment, as well as the pipes, is well protected from carelessly handled trucks and baskets at these locations.

## Shirt Tree for Specials

Shirts with snap fasteners, or those requiring special finishing, are sometimes a nuisance when they have to be left out of the order in checking out the bundle. It's no longer a problem at Cascade Laundry, since the wearing apparel unit is placed right beside the shirt unit.

As shirts requiring special handling come up, the shirt girls simply hang them over a shirt tree positioned at a corner of the unit. This shirt tree is made of 3/4-inch pipe and fittings held in place by a floor flange within reach of one of the garment press operators. She finishes the shirts and



hangs them back on the shirt tree, ready for the shirt folder to send them on with the lot. This has largely eliminated mixups and delays formerly experienced in getting these problem shirts back to the proper lot.

## Odds and Ends

It might be interesting to note that Cascade Laundry uses pieces of bright green Scotch tape to mark all shirts that are in need of repair. It shows up vividly since nearly all the shirts are white. Incidentally, all laundry items are flagged in this same manner to indicate repairs.

What seemed at first to be a good idea on the control-panel side of the new shakeout tumbler actually backfired. The plant engineer went to considerable effort to install, near the lower edge of the shakeout tumbler's metal housing, a metal bin to hold clean-up items that he needed in a handy place. Using small pipe fittings and short nipples, plus floor flanges, he fashioned U-shaped braces at each side of the panel. He covered the front with metal to form a storage space about a foot high, about 6 inches out from the panel and the width of the tumbler panel. He even welded short pieces of heavy wire to the bottom edge of the metal front, so dust wouldn't collect in the bottom of the affair.

You can guess what happened. The employees promptly discovered it was a great catch-all for such oddments as old shoes, candy wrappers, coke bottles . . . and you name it, it's in there!





PRESS PADS  
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IRONER PADDING  
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POLI-MIT



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SALES-SERVICE MAN

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Corn, wheat and other grain products  
for industry since 1898

*Other Keestar products*

- SATINETTE
- SATINETTE "Q-5"
- ULTRA-LITE SOUR
- ULTRA-BLUE SOUR

# Everybody . . . "Loves a Parade"

Here's how one PR-minded laundryman capitalized on this universal appeal



**Line of march:** Swiss's float was built around hay rig and towed by decorated car. Do-it-yourself kit cost just over \$100 and came through in good enough condition to be reused

AS LOCAL BUSINESSMEN laundry-owners are expected to participate in community affairs and, of course, the smartest ones never pass up the opportunity. But there are times when such participation may pose a problem.

Take the case of the plantowner who is invited to take part in a parade and work up a float for the occasion. For something like the annual New Year's Day Parade of Roses in Pasadena, California, the procedure is pretty much cut-and-dried. The floats are made up by a third party and all the local merchant has to do is buy a placard for a very reasonable sum which will identify it with his company.

But in other areas where no such large-scale tradition has been established, the plantowner has to start pretty much from scratch to build his own float. This can be an expensive, time-consuming and not always satisfactory proposition.

First of all, there's the matter of developing an appropriate theme; then designing the float, getting the necessary materials and hiring somebody to put the thing together. It requires a bit of ingenuity and the results are not always what one would expect or be proud of.

But laundryowners who have faced



**Helpful hints:** Parade routes should be prechecked for overhead obstructions and sharp corners which may impede float's progress. People lend interest to a float. Have some way to get them on and drive carefully

this problem or those who have stayed out of parades for these reasons will be happy to know that there are firms that render parade service at reasonable cost. By this means plantowners in even the smallest towns can have a professional-looking float for any occasion.

## Case history

Take the case of Swiss Laundry in Rockville, Connecticut. Last year this firm was invited to participate in a parade commemorating the sesquicentennial of Vernon, a section of Rockville.

While plantowner Emmanuel Kloter wanted to be in the parade, he was at a loss as to where to begin. After a



**Swiss Laundry's** professional-looking float was made from a kit. Public relations-conscious management chose Betsey Ross model to fit in with the historical theme of the parade

fruitless search for ideas, he was finally put in touch with a Midwestern company that specializes in parade floats and puts them up in kit form.

The company provided a catalog of decorations and stock floats for every occasion which could be adapted for autos, trucks, jeeps and trailer usage. The prices ranged from \$50 for a 6-by-11-foot float up to around \$500 for a 10-by-30-foot float. The size and elaborateness, of course, determined the price.

Mr. Kloter chose a kit with a Betsy Ross theme featuring a giant floral flag as being most appropriate. And then rented a hay rig from a local farmer to serve as a trailer. (The trailer has the advantage in that it can be worked on without tying up a vehicle. Swiss towed its float behind a regular passenger car.) A foot was added to each end of the float to bring it up to an 8-by-16-foot size.

When the kit arrived, it was accompanied by a set of construction plans for building the float framework and a colored print showing where to place the decorating materials.

This particular kit consisted of 30-by-40-inch floral sheeting material (which was simply stapled in place), fringe, festoons, spearhead flags and holders, cut-out wallboard framing contours, a floral colonial flag and a decorated patriotic background. All together the kit cost just over \$100. The lettering work was extra and the wood framing had to be purchased locally.

Three high school girls in colonial costumes rode on the float during the parade, giving it some human interest—a point that should not be overlooked in float displays.

Swiss management was very much

Continued on page 64

# Here at last! The Amazing New AJAX DOUBLE-BUCK CABINET BOSOM BODY PRESS...

## Outproducing Any 1-2 or 3 Girl Shirt Finishing Unit Ever Built



### *So New, so Revolutionary*

it makes all other shirt finishing methods old-fashioned!

- The exclusive AJAX Expanding Buck fits every shirt, consistently insuring the finest shirt quality, anywhere.
- Flexible and Versatile, it can be used as a 1, 2, or 3 girl unit, to handle volume variations.
- Compact, 10' x 10', it requires little more valuable work area than one girl unit.
- Interchangeable shirt bucks, an exclusive AJAX feature, handles boys', ladies', and military shirts.
- Ajax Double-Buck turns out more shirts than any 1, 2, or 3 girl unit ever built.

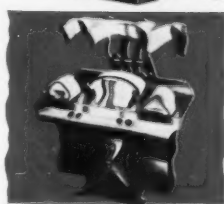
### *Look Ahead*

Only AJAX can increase your profits beyond the capabilities of conventional units. Put AJAX to work for you. Contact your AJAX representative, or write directly to AJAX, Box 449, Salt Lake City, Utah.

Since 1929  
**AJAX PRESSES**

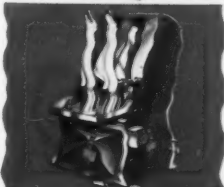
"A PRESS FOR EVERY PURPOSE"

619 S. 5th W., - Salt Lake City, Utah



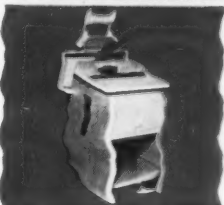
### **MTH COLLAR & CUFF PRESS**

2 Presses in 1 . . . high velocity heads . . . Presses collar while cuffs are being laid.



### **CABINET SLEEVE PRESS**

Finishes both sleeves automatically. Features AJAX exclusive "MAGIC EYE" Seam Indicator for varying sleeve lengths.



### **FOLDING TABLE**

Provides simple, fast operation. Full or semi-automatic models, with stand-up or lay-down collar blocks,



*Table-high scales are used to weigh out work since check revealed up to 13 percent difference between soiled and finished weights. Production averages better than 150,000 pounds per month in 36-member department*

THE LAUNDRY OPERATION at Methodist Hospital in Memphis, Tennessee, differs from that of many other hospital laundries in several ways.

One of the unique ideas at this 425-bed hospital is the Department of Laundry and Linen Services which is headed up by laundry manager Oliver Vance. Under this setup the purchasing of linens and other duties of the housekeeper are absorbed by the laundry.

Up until five years ago, every piece of linen was handled six times from the time it left the ironers until it was put into service. Now finished work goes directly from the ironer to bed.

This was accomplished through the use of a specially designed truck which, when fully loaded, services 75 beds (or three nursing units).

The truck has compartments for the individual items such as bedspreads, pillowcases, towels, etc., as well as assembled units such as check-out and morning packs. (The contents of a check-out pack include sheet, pillowcase, washcloth and bath towel—

## *there's something **DIFFERENT** here*

Methodist Hospital's laundry uses novel operational procedures



*Hospital stretchers have a novel application here. They are used to wheel work from shakers to feeders 100 to 125 sheets at a time. Rolls on both ironers are covered with cotton for smoother finishing*



# Laundromat<sup>®</sup>

Laundromat is a Registered Service Mark (U.S. Patent Office Reg. No. 571,785) owned by Westinghouse Electric Corporation. Only Authorized Laundromat Half Hour Laundries can use this name. Laundromat, in every neighborhood... the most important name for service in the half hour laundry industry.



Laundromat  
stores are  
privately owned.

Authorized Distributor

**ALD, Inc.**

**HOME OFFICE:** 7045 North Western Ave., Chicago 45, Ill.

3549 N. Clark St., Chicago 13, Ill.

15757 Wyoming, Detroit 38, Mich.

5003 W. Fond du Lac Ave., Milwaukee, Wis.

5534 National Turnpike Road, Louisville, Ky.

111 S. Bemiston, St. Louis 5, Mo.

3134 Euclid Ave., Cleveland 15, Ohio

1720 Section Rd., Cincinnati 37, Ohio

8202 Chancellor Row, Dallas, Texas

Lee Circle Bldg., 1040 St. Charles Ave., New Orleans, La.

7402 Sunset Blvd., Los Angeles 46, Calif.

69-37th Ave., San Mateo, Calif.

5009A Excelsior Blvd., Minneapolis, Minn.

1562-4 San Marco Blvd., Jacksonville 7, Fla.

523 Second West, Seattle, Wash.

**ALD New York, Inc., 10-32 47th Road, Long Island City, N. Y.**

**ALD New York, Inc., 511 W. Cold Spring Lane, Baltimore 10, Md.**

**ALD New York, Inc., 1 Bala Ave., Bala-Cynwyd, Pa.**

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everything except blankets which here are only provided on request.)

The empty trucks are stored immediately behind the ironers, and are loaded by one operator who backs up *the folders. She puts up the individual items and also makes up the packs. She doesn't have to count the work because she knows there's enough when the compartments are filled. For inventory purposes the linens are re-recorded as they are placed in the rooms.*

The trucks have practically eliminated the need for a linen room since they serve as self-contained storage

units in themselves. They have also eliminated the need for having a linen aide on each floor as was formerly the case.

The average patient at Methodist Hospital uses about 15 pounds of linen per day. The plant produces more than 150,000 pounds per month counting some 600 bundles a week coming from students, internes and resident staff members.

Flatwork production averages out to 63 pounds per operator hour without folders. This figure includes tumble work but surprisingly enough only 15 percent of the work is tumbled.



Stacking operator makes up packs and places work in trucks designed to service 75 beds. About 90 percent of the work is stored in this way to cut handling to a minimum



Closeup of truck shows how finished work is arranged: (1) bedspreads; (2) bath blankets; (3) bed blankets; (4) optional; (5) check-out packs; (6) morning packs; (7) odd sheets; (8) pillowcases; (9) towels; (10) towels. Washcloths and odd pieces are stored on other side. This system makes counting unnecessary. When truck is filled it's ready to go

This article is based on a talk presented by Methodist Hospital's laundry manager Oliver Vance at the ninth annual Young Men's Conference in Cincinnati.

The administration believes that a patient's stay in the hospital—particularly since it's involuntary—should be made as comfortable and pleasant as possible. It believes in taking extra pains to give quality service rather than cut corners to reduce finishing costs. Even so, the per-pound costs of linen average 2¾ cents door-to-door and 3½ cents to the nursing units.

Commercial laundrymen are sometimes puzzled by laundry manager Oliver Vance's aversion to the use of bleach and bluing. Particularly since he himself was in the commercial field until five years ago. But he assures them that tallow-synthetic formulas do the job and the proof is in the results.

All the work at Methodist is done in two 42-by-84 and 42-by-72-inch washers using 30-minute formulas. Tallow soap is used in the break and is followed by a 3-minute synthetic suds with two warm rinses. No bleach. No blue. □□

## EVERYBODY LOVES A PARADE

Continued from page 60

pleased with the professional appearance of its display and received many favorable comments following the parade. While you can't put a dollar-and-cents value on these affairs, it certainly didn't hurt to be represented in a parade viewed by thousands of people.

Actually, Swiss spent less on the parade float than was indicated above, thanks to a lucky coincidence. It seems that Mr. Kloter had occasion to talk with another plantowner in a nearby town shortly after his parade. And the man mentioned another parade and expressed the desire to be in it. To make a long story short, Mr. Kloter lent him his float for \$50. All he had to do was change the name on the backdrop and the sides. Furthermore, the materials are still in good enough condition so that they can be stored and used again on another occasion. □□

We will be happy to provide the name of the float kit manufacturer to our readers on request. Simply write to the Editor, STARCHROOM LAUNDRY JOURNAL, 305 East 45th Street, New York 17, N. Y.



ALBERT B. ADELMAN



FERGUS BRIGGS, JR.



JOHN K. WITHERSPOON



EDGAR P. EYER

## DOUBLE FEATURE At Atlantic City

TIMELY AND APPROPRIATE to the year 1959 is the theme of the 71st Annual Convention of the American Institute of Laundering. "Changing Patterns and Their Effect on the Laundry Industry" will be fully explored in three days of discussion led by a well qualified group of speakers from the industry and other fields.

Business sessions will be held in the American Room, Exchange Floor, Hotel Traymore, Atlantic City, New Jersey, the headquarters hotel, on Monday through Wednesday, March 2, 3 and 4.

While there will be no exhibit at this year's AIL convention, immediately following it there will be a complete exhibit of laundry as well as drycleaning and other textile maintenance supplies and equipment in conjunction with the convention of the National Institute of Drycleaning. The exhibit will be held in Atlantic City's Convention Hall March 6 through 8, so that any interested laundryowners attending the AIL convention can conveniently take in the only national industry show in 1959.

Visitors will be admitted to the ex-

hibit upon showing their AIL registration badges. Reservations made through the Atlantic City Convention Bureau will be honored for both conventions; it is not necessary to request specific accommodations for each.

Details of the AIL convention program are listed here. On the following pages is a complete list of exhibitors with a floor plan of Convention Hall, as well as the program of the NID convention. The editor and other members of the STARCHROOM LAUNDRY JOURNAL staff will be on hand to greet you in Booths B-10 and B-11.

## PROGRAM { 71st Annual Convention, American Institute of Laundering Atlantic City, New Jersey, March 2-4

All business sessions will be held in the American Room, Exchange Floor, Hotel Traymore

### MONDAY, MARCH 2

9:00 a.m.—all day Registration, Exchange Floor, Hotel Traymore and evening

9:00 a.m.

Advisory Committee meetings  
Education and Personnel  
Certified Washable Seal and Public Relations  
Sales and Advertising  
Office and Finance

#### Production and Engineering

Neighborhood and Quick Service

Advisory Committee luncheon

Panel discussion—"How Can I Diversify?"

Presiding—John Slick, Slick's Family Washing Company, Fort Wayne, Indiana, president, AIL

"Diversification and the Second Shift"—Albert B. Adelman, Adelman Launderers-Dry Cleaners, Milwaukee, Wisconsin

6:30 p.m.

9:00 p.m.

"Family Laundries Can Handle Linen Supply Successfully"—Fergus Briggs, Jr., National Laundry and Linen Supply Company, Pocatello, Idaho

"Dust Map Service"—W. Marlen Smith, Best Way Laundry Service, LaGrange, Illinois

"Shoe Repair Service"—Vernon Oie, Fox Valley Cleaners and Launderers, St. Charles, Illinois

"Shirt Rental Service"—Howard M. Deming, Licking Laundry Company, Newark, Ohio

#### Open forum

Reception and dinner, trade paper editors  
Get-Together party—Dixieland band

### TUESDAY, MARCH 3

9:00 a.m.—all day Registration, Exchange Floor, Hotel Traymore

9:15 a.m.

Pictorial report of the operations of American Institute Laundry, Joliet, Illinois

Continued on page 66



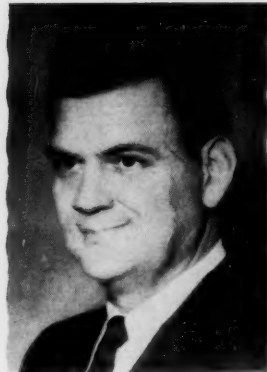
WILLIAM B. KATZ



MARJORIE DOBBS



CLAUDE MCGAUGHEY



JAMES F. MILHOLLAND

# **PROGRAM**—Continued from page 65

9:30 a.m.

Presiding—George H. Isaacson, director of service departments, AIL  
**"Wash-and-Wear" Conference**

Presiding—Duane C. Lawrence, Portland Laundry and Dry Cleaning, Portland, Oregon, AIL director, District 5

"Wash-and-Wear Cottons"—W. R. MacIntyre, Joseph Bancroft and Sons, Wilmington, Delaware

"The Future of Wash-and-Wear Synthetics"—Claude Lee, E. I. du Pont de Nemours and Company, Wilmington, Delaware

"Wash-and-Wear and the Garment Manufacturer"—Warren Moss, Phillips-Van Heusen Company, New York, New York

"Wash-and-Wear and the Retailer"—speaker to be announced

"The Certified Washable Seal and Wash-and-Wear"—Ward A. Gill, director of industry relations AIL

"How To Get Wash-and-Wear Into Your Plant"—James F. Milholland, Zenith Cleaners and Launderers, Dallas, Texas

11:00 a.m.

12:00 noon

12:15 p.m.

Ladies' bus trip to Fisher's greenhouses, Lenox china plant, Renault's winery

National legislative luncheon, open to all registrants

Presiding—Albert Johnson, general manager AIL  
**"What You Can Expect From the 86th Congress"**  
 —Harold K. Howe, manager Washington office AIL

12:15 p.m.

Luncheon for Canadian laundrymen

Presiding—Ward A. Gill

Pictorial report of the operations of the AIL dry-cleaning department—George H. Isaacson

Panel—"How Can I Build Family Sales?"  
 Presiding—Charles M. Smith, Capital City Laundry, Montgomery, Alabama, AIL director, District 2

"The Importance of Route Selling"—V. I. Pearson, Motor Truck Division, International Harvester Company, Chicago, Illinois

"Getting Routemen To Sell"—William B. Katz, Washington Laundry and Dry Cleaning Company, Inc., Evanston, Illinois

"Why Route Selling?"—Hal Marx, Home Style Laundry, Montclair, New Jersey

"Backing the Routes With Advertising"—Claude McGaughey, Becker Laundry Company, Lexington, Kentucky

"The Woman's Viewpoint in Laundry Selling"—Mrs. Marjorie Dobbs, Monarch Laundries, New Haven, Connecticut

"Following Up on Discontinued Customers"—John K. Witherspoon, Dupont Laundry, Washington, D. C.

4:00 p.m.

Open forum

## **WEDNESDAY, MARCH 4**

9:15 a.m.

Pictorial report on American Institute of Laundering—Albert Johnson, general manager, AIL

9:30 a.m.

Panel—"Store Operations"

11:00 a.m.

12:00 noon

12:00 noon

12:15 p.m.

2:00 p.m.

2:15 p.m.

3:00 p.m.

Presiding—G. Louis "Mike" Dodge, Dodge Laundry and Linen Supply Company, Fresno, California, AIL director, District 4

"Choosing Your Store Location"—John Horst, Lord Baltimore Laundry, Baltimore, Maryland

"Supervising Store Operations"—Edgar P. Eyler, Star Laundry, Savannah, Georgia

"Promoting Store Sales"—Talbot Denny, Jr., Best-Grand Laundry, Indianapolis, Indiana

"Store Cash and Inventory Control"—James L. Meysembourg, supervisor bookkeeping department AIL

"Coin-Store Operations"—Cliff Morgan, Jr., Morgan Cleaners and Laundry, Decatur, Georgia

Open forum

Dutch Treat luncheon, National Council of Laundry Association Executives, Traymore Hotel

Ladies' luncheon and hat show

**National Advertising Contest luncheon**

Presiding—John H. Monahan, Warren Laundry and Dry Cleaners, Fort Lauderdale, Florida

Speaker—Fred Shacter, Willsted and Shacter, New York, New York

Pictorial report on American Institute of Laundering—John L. Slick, president, AIL

"Where Are We Heading?"—Ralph Bradford, former executive vice-president, Chamber of Commerce of the United States, Washington, D. C.

"Public Relations and Your Laundry"—a dramatic presentation of the principles revealed in the Motivation Research study of the Professional Laundry Industry

Presiding—George Y. Klinefelter, Elite Laundry-Dry Cleaners Company, Baltimore, Maryland, chairman, National Public Relations Committee

Thelma Beresin, Gray and Rogers, Philadelphia, Pennsylvania

Panel of laundrymen who are successfully applying the principles contained in the Motivation Research study

Meeting, AIL Alumni Club

Adjournment by President John Slick

Reception, AIL Alumni Club

Reunion-reception, Ohio Mechanics Institute Alumni Association, Club Room, Hotel Traymore

Annual banquet and dance

Entertainment—Temple University Choir, Philadelphia, Pennsylvania

Speaker—Clayton Rand, "The Shape of Things To Come"

List of Exhibitors. —▶

**Floor Plan of Convention Hall**

**NID Convention Program**

Perforated for your convenience—

**detach and carry it with you**

**SEE US IN BOOTHS B-10 and B-11**







RAY VERMEERS



FREDERICK E. BOWERS



FRANK W. LOVEJOY



FRANK A. PRATHER

## PROGRAM

### "1959 Spectacular" Convention National Institute of Drycleaning

Atlantic City, New Jersey March 5-8

All business sessions will be held in the Vernon Room of Haddon Hall.

#### WEDNESDAY, MARCH 4

12:00 noon— Registration, Lounge Floor, Haddon Hall  
5:00 p.m.

#### THURSDAY, MARCH 5

9:00 a.m.— Registration, Lounge Floor, Haddon Hall  
9:00 p.m.  
2:00 p.m.  
2:30 p.m.  
Convention session. Presiding—Frederick E. Bowers, Lynn, Massachusetts, president, NID  
Film, "Make No Little Plans"—Goodyear Tire and Rubber Company  
Call to order, invocation, introduction of NID officers and directors and guests. Appointment of committees  
Keynote address—President Bowers  
"Business 1959"—John R. Bunting, business economist, Federal Reserve Bank of Philadelphia; lecturer on economics, Temple University  
"Spirit of Service" award ceremony. Presentations by President Bowers  
"Prestige Builders" award ceremony. Presentations by President Bowers. Speakers representing the winning firms or associations  
"Selling a Favorable Image of Your Company"—Frank W. Lovejoy, Socony Mobil Oil Company  
Evening  
"Streets of Paris" party

#### FRIDAY, MARCH 6

9:00 a.m.— Registration, Lounge Floor, Haddon Hall  
12:00 noon  
9:00 a.m.  
9:30 a.m.  
Convention session. Presiding—Frank A. Prather, past president, NID  
Film, "1104 Suttan Road"—Champion Paper and Fibre Company  
"What Wash-and-Wear Means"—Dr. Donald F. Holmes, manager, Men's Wear Division, Textile Fibers Department, E. I. du Pont de Nemours and Company  
"Ways To Care for Wash-and-Wear"—progress report on current studies by Home Economics Department, University of Maryland, and the National Institute of Drycleaning  
Presiding—Dr. Dorothy S. Lyle, director of consumer relations, NID  
General discussion—Miss T. Faye Mitchell  
Report of store survey—Mrs. June Wilbur  
Report of findings to date—Mrs. Eleanor Young  
Report on drycleaner's production problems with wash-and-wear—Judd Randlett, manager, Institute Cleaning Plant  
"We Use Wash-and-Wear To Build Drycleaning Volume"  
Oscar Nielsen, Nielsen Dry Cleaners, Aurora, Nebraska; executive secretary, Nebraska Drycleaners Association

12:00 noon—  
6:00 p.m.  
Evening

#### SATURDAY, MARCH 7

9:00 a.m.—  
12:00 noon  
9:00 a.m.  
9:30 a.m.  
Registration, Lounge Floor, Haddon Hall  
Convention session. Presiding—Ray L. Vermeers, vice-president, NID  
Film  
"Look Good—You Sell Good Looks"—John Jay Daly, publicity manager, NID. Color slides illustrating principles of NID Motivation Report. Interview with Carl D. Franke, Jr., Paris Cleaners, Springfield, Illinois  
"Glamor Up Front"—Sid Tuchman, Tuchman's Cleaners, Indianapolis, Indiana  
"The Girl Up Front Is a VIP"—development of a training program  
Phil Markowitz, Wellworth Cleaners, Newport News, Virginia  
Mrs. Eleanor T. Hamilton, adult coordinator, Distributive Education Service, Newport News, Virginia  
"What We Need Is Better Salespeople"—Paul Weitzel, Paul Weitzel's Cleaners, Wooster, Ohio  
"How To Develop Your Sales Power"—Jeff Coats, president, Professional Sales Training Company, Akron, Pennsylvania  
12:00 noon—  
6:00 p.m.  
Evening  
Registration, Main Floor, Convention Hall  
Exhibit open, Convention Hall  
Annual banquet and entertainment, Auditorium, Convention Hall

#### SUNDAY, MARCH 8

9:00 a.m.—  
12:00 noon  
9:00 a.m.  
9:30 a.m.  
Registration, Lounge Floor, Haddon Hall  
Convention session  
Film, "Case for Color"—Du Pont Company  
"The Case of the Complaining Customer"—dramatic presentation  
Mrs. Dorothy Matthal, merchandising manager, Baltimore Better Business Bureau; member, NID Textile Analysis Advisory Committee  
Albert E. Johnson, director of trade relations, NID  
W. Clay Hardin, chief analyst, NID  
Thomas J. Donahoe, supervisor of sales training, NID  
Narrator—William L. Browne, director of public relations, NID  
"Who Knows What Quality Is?"—Charles R. Riggott, industrial engineer, NID  
"What Research Means To Your Business"—Dr. Joseph R. Wiebush, director of research, NID, and research staff members  
Drawing for grand prize  
Annual business meeting and election of officers and directors  
Registration, Main Floor, Convention Hall  
Exhibit open, Convention Hall

Ben Rosenfield, Chicago Drycleaners Association  
Registration, Main Floor, Convention Hall  
Exhibit open, Convention Hall  
Fashion show, Carolina Room, Chalfonte Hotel.  
Presented in cooperation with National Cotton Council

Film, "Cotton—Nature's Wonder Fiber"

# EXHIBITORS' LIST

EXHIBITOR	BOOTH NO.
AA Laundry Machinery Co., 1110 S. Kedzie Ave., Chicago 105	
12, Ill.	
Abso-Clean Chemical Co., 6017 E. McNichols Rd., Detroit, Mich.	A-20
Ace Cabinet Corp., Dryer Div., 721 E. 139th St., New York 54, N. Y.	171, 172
Acme Nylon Products, Inc., 34 Walker St., New York 13, N. Y.	1
Adco, Inc., Sedalia, Mo.	371, 372
Ajax Pressing Machinery Co., Div. The American Laundry Machinery Co., 619 S. Fifth West St., Salt Lake City, Utah	250-253 300-303
Alton Mfg. Co., 1112 Ross Ave., Dallas, Tex.	881
American Cleaners Equipment Co., Ross & Section Aves., Cincinnati 12, Ohio	450-456 500-506
American Institute of Laundering, Joliet, Ill.	8-15, B-16
American Laundry Machinery Co., Ross & Section Aves., Cincinnati 12, Ohio	258-264 308-314
American Mothproofing Co., 2510 Hampton Ave., St. Louis 10, Mo.	458
American Permac, Inc., 713 Merrick Rd., Rockville Centre, N. Y.	825-828
American Standard Mfg. Co., 2509 S. Green St., Chicago 10, Ill.	D-3
American Trade Magazines, Inc., 21 W. Huron St., Chicago 10, Ill.	A-16
Anderson Collar Support Co., 1443 E. 120th St., Cleveland 6, Ohio	805
Anderson-Prichard Oil Corp., Liberty Bank Bldg., Oklahoma City 2, Okla.	16
Armour & Co., 1355 W. 31st St., Chicago, Ill.	526
Armstrong Machine Works, 917 Maple St., Three Rivers, Mich.	814
Arrow Cartons, Cocksylvie, Md.	D-8
Arrow Mfg. Co., 2924 Terrace St., Kansas City 41, Mo.	307
Association Underwriters of America, Inc., 1413 Walnut St., Philadelphia 2, Pa.	A-13
Atlas Powder Co., Concord Pike & New Murphy Rd., Wilmington 99, Del.	358, 359
Automatic Launderer & Cleaner, 75 Third St., N. W., Atlanta 8, Ga.	A-21
Automatic Laundry Service, 3825 S. Hanover St., Baltimore, Md.	C-8, C-9
Benda Products, Inc., 120 Potter St., Cambridge 42, Mass.	A-1, A-2
Bessam Engineering, Cleveland Heights, Ohio	D-9
Bishop David Freeman Co., 1600 Foster St., Evanston, Ill.	10-15
Black Laundry Machine Co., Toledo Factories Bldg., Toledo 2, Ohio	862-864
Boston Clip & Tag Co., 48 Grove St., Somerville, Mass.	255
Boyerstown Auto Body Works, Boyerstown, Pa.	122-125
G. A. Braun, Inc., 461 E. Brighton Ave., Syracuse, N. Y.	A-17, A-18
Butler Mfg. Co., 7400 E. 13th St., Kansas City 26, Mo.	465-471 515-521
Caled Products Co., Inc., 4200 Bladensburg Rd., Brentwood, Md.	850-852
Callaway Mills, Inc., 295 Fifth Ave., New York 16, N. Y.	50
Calusa Chemical Co., 2132 Sacramento St., Los Angeles 21, Calif.	C-13
Capital Poster Service, Inc., 307 Canal St., New York, N. Y.	405
Carry-Pack Co., Ltd., P. O. Box 56, Schiller Park, Ill.	108
Carson Textile Co., 2401 S. Swanson St., Philadelphia, Pa.	306
Chandler Machine Co., West St., Ayer, Mass.	406
Chicago Dryer Co., 2210 N. Pulaski Rd., Chicago 39, Ill.	425-429
Cidex Corp., 44 Sherman Ave., Jersey City 7, N. J.	820
W. M. Cissell Mfg. Co., Inc., P. O. Box 1143, Louisville 1, Ky.	365-368 415-418
Clayton Mfg. Co., P. O. Box 550, El Monte, Calif.	878-879
Cleaners Hanger Co., 18140 James Couzens Highway, Detroit 35, Mich.	572, 573
Cleaners Sales & Equipment Corp., 25 Division Pl., Brooklyn 22, N. Y.	D-4, D-5
Cleaning & Laundry Age, 370 Lexington Ave., New York 17, N. Y.	B-2
Clear View Packaging Co., 8218 Stony Island Ave., Chicago 17, Ill.	54

## EXHIBITOR

## BOOTH NO.

Chevrolet Motor Div., General Motors Corp., Detroit, Mich.	178-181
Cleaners Service Co., 47 Vine St., Cincinnati 2, Ohio	228-231 D-12
Colgate-Palmolive Co., 300 Park Ave., New York, N. Y.	775
College Chemical Co., 16 Brooks Park, Medford, Mass.	C-1
Columbia Boiler Co. of Pottstown, Box 230, Pottstown, Pa.	168, 169
Columbia-Southern Chemical Corp., 1 Gateway Center, Pittsburgh 22, Pa.	578, 579
Commercial Heating Co., 648 N. Calhoun St., Fort Worth, Tex.	B-5
Concord Chemical Co., Inc., 205 S. Second St., Camden, N. J.	66
Continental Cleaning Equipment Corp., 218-54 Hempstead Ave., Queens Village 29, N. Y.	A-23
Cowles Chemical Co., 7016 Euclid Ave., Cleveland 3, Ohio	476, 477
Cravenette Co., U. S. A., Eighth & Madison Sts., Hoboken, N. J.	160
Cummings-Landau Laundry Machinery Co., Inc., 303 Ten Eyck St., Brooklyn 6, N. Y.	606, 607 608, 609
Davies-Young Soap Co., 705 Albany St., Dayton, Ohio	419, 420
Detrex Chemical Industries, Inc., P. O. Box 501, Detroit 32, Mich.	665-671 715-721
Diamond Alkali Co., 300 Union Commerce Bldg., Cleveland 14, Ohio	158, 159
Diamond Wire Hanger Co., 252 State St., Clairton, Pa.	D-11
Dicalite Dept., Great Lakes Carbon Corp., 612 S. Flower St., Los Angeles 17, Calif.	822, 823
Dow Chemical Co., Main St., Midland, Mich.	421, 422
Draper-Eze Equipment Co., 110 E. Sixth St., Erie, Pa.	127
E. F. Drew & Co., 416 Division St., Boonton, N. J.	A-19
E. I. du Pont de Nemours & Co., Inc., 1007 Market St., Wilmington 98, Del.	204, 205
Eaton Chemical & Dyestuff Co., 1490 Franklin St., Detroit 7, Mich.	457
Egan Cotton Mills, P. O. Box 309, East Point, Ga.	B-20, B-21
Emery Industries, Inc., 4200 Carew Tower, Cincinnati, Ohio	B-7, B-8, B-9
Empire Cardboard Corp., Main & Maple Sts., Warehouse Point, Conn.	B-4
Essick Mfg. Co., 1950 Santa Fe Ave., Los Angeles 21, Calif.	67
Excelsior Machinery Co., 6175 Vermont St., Detroit 8, Mich.	807, 808 809
Fablok Mills, Inc., 46 Cardier St., Irvington, N. J.	424
Henry Fisher Replacement Service, 1366 Eastmoreland, Memphis, Tenn.	B-6
Flow-Master Machine Corp., 634 Dean St., Brooklyn 38, N. Y.	327, 328
Forse Corp., P. O. Box 639, Anderson, Ind.	650-656 700-706
Foster-Stephens, Inc., 310 S. Christiana Ave., Chicago 24, Ill.	3, 4
Fulton Boiler Works, Inc., P. O. Box 122, Pulaski, N. Y.	224, 225
Fumal Corp., 49-65 Van Dam St., Long Island City 1, N. Y.	870
Gailyn Packaging Corp., 1475 Southern Blvd., Bronx, N. Y.	C-2
Garment Finishing Equipment Corp., 18 Brattle St., Cambridge 38, Mass.	355, 356
Gasway Corp., 6463 Ravenswood Ave., Chicago 26, Ill.	678, 679
Gibraltar Fabrics, Inc., 254 36th St., Brooklyn 32, N. Y.	A-14, A-15
Bill Glover, Inc., 5204 E. 15th St., Kansas City 1, Mo.	210, 211
Goldman Pressing Machine Co., 400 W. Broadway, New York 12, N. Y.	117, 118 119
Great Lakes Carbon Corp., 612 S. Flower St., Los Angeles, Calif.	822, 823
H. Greenwald Co., 1340 Metropolitan Ave., Brooklyn, N. Y.	D-1
Gross Machinery Co., Inc., P. O. Box 46, Hertel St., Buffalo 16, N. Y.	200, 203
Guardian Better Pak Corp., 30 E. 21st St., New York, N. Y.	D-10
The Guide, 316 Peachtree St., N. E., Atlanta 8, Ga.	65
Joseph Guss & Sons, Inc., 623 H St., N. W., Washington, D. C.	672, 673
Walter Haertel Co., 2840 Fourth Ave., S., Minneapolis 8, Minn.	5, 6
Hammond Laundry-Cleaning Machinery Co., P. O. Box 1160, Waco, Tex.	750-752 800-802
Hercules Powder Co., 900 King St., Wilmington, Del.	527
Hild Floor Machine Co., Inc., 1217 W. Washington Blvd., Chicago, Ill.	A-6

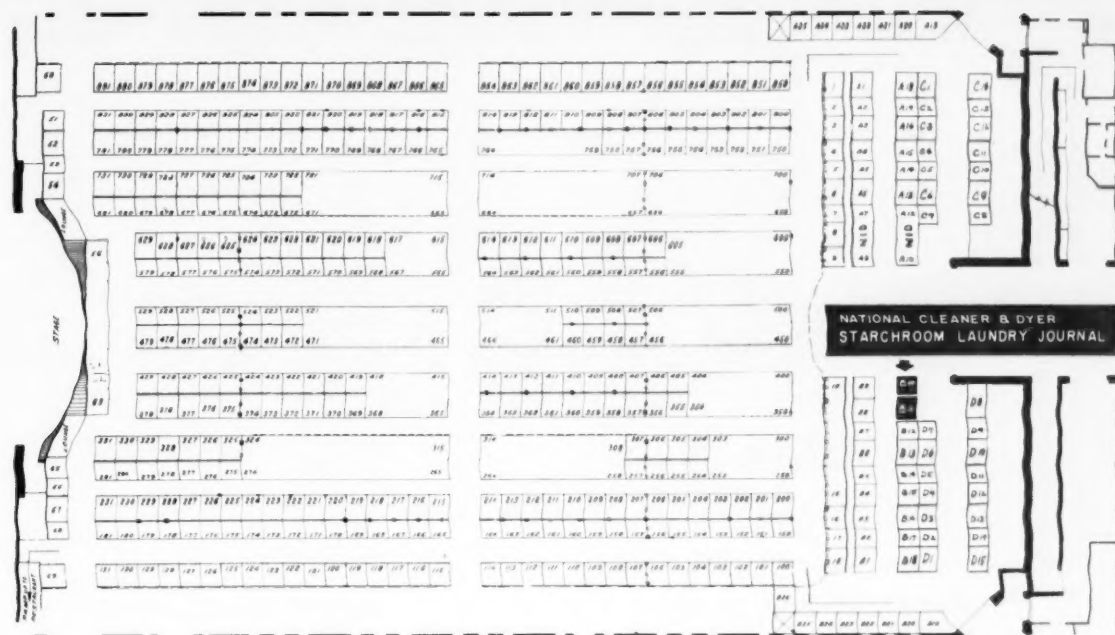
# PULL OUT

## Exhibitors' List

(Continued)

EXHIBITOR	BOOTH NO.	EXHIBITOR	BOOTH NO.
Hobade Associates, Inc., 22 Kirkpatrick St., New Brunswick, N. J.	277	Marlyn Chemical Co., Inc., P. O. Box 166, Lakeview, Ohio	725
Holtzman-Kain Advertising, 59 E. Van Buren, Chicago, Ill.	D-2	Marquette Appliances, Inc., Minneapolis, Minn.	D-15
Hope Chemical Corp., 545 Mineral Spring Ave., Pawlucket, R. I.	729	Martin Equipment Co., Div. American Laundry Machinery Co., Ross & Section Aves., Cincinnati 12, Ohio	53-63
Hoyt Mfg. Corp., Forge Rd., Westport, Mass.	853-856	Mathco Chemical Co., 3855 E. 78th St., Cleveland 5, Ohio	126
Huebisch Mfg. Co., 3775 N. Halton St., Milwaukee 1, Wis.	565-567 615-617	Maytag Co., Newton, Iowa	877
Identification, Inc., 1736 S. Michigan Ave., Chicago, Ill.	875, 876	McDonnell & Miller, Inc., 3500 N. Spaulding Ave., Chicago 18, Ill.	280
International Harvester, 180 N. Michigan Ave., Chicago, Ill.	128-131	Meese, Inc., 108 St. Michaels Ave., Madison, Ind.	810
Lawrence Jacobson Dye Works, Summerdale & Comly Sts., Philadelphia 49, Pa.	857-859	Mehl Mfg. Co., 2057 Reading Rd., Cincinnati 2, Ohio	478, 479 528, 529
Jayson's, Div. of Jayson Silk Mills, 2144 N. 57th St., Philadelphia 31, Pa.	817	Mercury Cleaning System, Inc., 1817 Benson Ave., Evans-ton, Ill.	474, 475
Jensen Mfg. Co., Broad St. & Hylton Rd., Palmyra, N. J.	2	Merson Products Co., 63 Essex St., Jersey City, N. J.	871
Johns-Manville Sales Corp., 22 E. 40th St., New York 16, N. Y.	753, 754	Minneapolis-Honeywell Regulator Co., 2753 Fourth Ave., S., Minneapolis 8, Minn.	812, 813
Johnson Chemical Industries, 99 Mellor Ave., Baltimore 28, Md.	B-17	Model Packaging Corp., 257 Darrow Rd., Akron 5, Ohio	880
Keever Starch Co., 538 E. Town St., Columbus, Ohio	674, 675	Montpelier Mfg. Co., Montpelier, Ohio	D-13, D-14
Kenston Corp., 800 Third Ave., Brooklyn 32, N. Y.	722, 723	Morris & Eckels, Inc., 400 S. Eutaw St., Baltimore 1, Md.	154
Keyes-Davis Co., 74 14th St., Battle Creek, Mich.	577	Motorola, Communications & Electronics, Inc., 4501 W. Augusta Blvd., Chicago 51, Ill.	177
Key-Tag Checking System Co., 6508 Hough Ave., Cleveland 3, Ohio	874	Multi-Clean Products, Inc., 2277 Ford Parkway, St. Paul 16, Minn.	357
Kisco Boiler & Engineering Co., 2414 DeKalb St., St. Louis 4, Mo.	100-102	National Cash Register Co., Main & K Sts., Dayton 9, Ohio	A-3, A-4 A-5
Kleentest Laboratories, 940-950 Ohio River Blvd., Pittsburgh, Pa.	B-3	National Cleaner & Dyer, 305 E. 45th St., New York 17, N. Y.	B-10, B-11
Kliegman Bros., Inc., 76-01 77th Ave., Brooklyn 27, N. Y.	676, 677	National Cleaners Chemical Mfg. Co., 2807 W. Lake St., Chicago, Ill.	103, 104
Kling "100" Corp., 2840 N. Birch St., Franklin Park, Ill.	872, 873	National Combustion Co., 101-06 43rd Ave., Corona 68, N. Y.	771, 772
H. Kohnstamm & Co., Inc., 161 Ave. of the Americas, New York, N. Y.	220, 221	National Indemnity Exchange, 3820 Washington Blvd., St. Louis 8, Mo.	773
Kordite Corp., Main St., Macedon, N. Y.	156, 157	National Institute of Dyeing, Silver Spring, Md.	A-7, A-12
Kwik Kover Sales Co., 410 N. Kedzie, Chicago 12, Ill.	153	National Marking Machine Co., 4026 Cherry St., Cincinnati 23, Ohio	150-152
W. A. Laidlaw Wire Co., Peoria, Ill.	758	Newhouse Specialty Co., Inc., 3827 San Fernando Rd., Glendale 4, Calif.	610, 611
Lamson Corp., Lamson St., Syracuse 1, N. Y.	278, 279	New York Pressing Machinery Corp., 880-888 Broadway, New York 3, N. Y.	562-564 612-614
W. T. Lane & Bros., Inc., Prospect St., Poughkeepsie, N. Y.	257	W. H. Nicholson & Co., 12 Oregon St., Wilkes-Barre, Pa.	461-464 511-514
Larton Products Co., Inc., 4234 Third Ave., New York 57, N. Y.	116	Norman Control Co., Inc., Box 372, Cary, Ill.	778
P. M. Lattner Mfg. Co., P. O. Box 1710, Cedar Rapids, Iowa	325, 326	Norton & Williams, Inc., 608 North Ave., E., Westfield, N. J.	622, 623
Laundercenter Corp., 62-11 35th Ave., Woodside, N. Y.	120	P & H Industries, Inc., P. O. Box 14325, Dallas 34, Tex.	869
Laundermatic Age, 40 E. 41st St., New York 17, N. Y.	C-12	Pantex Mfg. Corp., P. O. Box 660, Pawlucket, R. I.	657-664 707-714
Laundry & Cleaners Allied Trades Assn., 95 Liberty St., New York 6, N. Y.	C-11	Pellerin Milnor Corp., P. O. Box 7313, New Orleans, La.	765-770
Laundryall Corp., 323 Hudson St., Hackensack, N. J.	68	Pennsalt Chemicals Corp., 3 Penn Center, Philadelphia 2, Pa.	561
L. M. Leathers' Sons, 675 Pulaski St., Athens, Ga.	C-14	Per Corp., Box 305, Orange, N. J.	624, 625
Le Fevre Chemical Co., 1639 W. Main, Oklahoma City, Okla.	A-22	Perfo Plastics, Inc., 1240 Webster Ave., New York 56, N. Y.	161
Lever Bros. Co., 390 Park Ave., New York 22, N. Y.	C-3	Pinnacle Products Corp., 188 Tarrytown Rd., Elmsford, N. Y.	829, 831 779-781
Liberty Marking Tag Co., Inc., 27 Hooper St., Brooklyn 11, N. Y.	226, 227	Piolet Button & Novelty Corp., 2537 Amsterdam Ave., New York 33, N. Y.	626
Lincoln Bag Co., Inc., Para-Lux Products Co., 4200 W. Schubert Ave., Chicago, Ill.	507-510	Pittsburgh Tag Co., 1112 Galveston Ave., Pittsburgh 33, Pa.	254
Lookout Boiler & Mfg. Co., Manufacturers Rd., Chattanooga, Tenn.	866-868	Pre-Marked Strip Tag Co., P. O. Box 2430, San Diego 12, Calif.	B-24
M.A.F.S. Corp., 53-07 Van Dam St., Long Island City 1, N. Y.	69	Practer & Gamble Distributing Co., P. O. Box 599, Cincinnati 1, Ohio	114
M & B Metal Products Co., 4415 Morris Ave., Birmingham, Ala.	C-10	Prosperity Co., 125 Marcellus St., Syracuse 1, N. Y.	265-274 315-324
Magic-Seal Paper Products, P. O. Box 1766, Denver 1, Colo.	B-12, B-13 B-14	Quality Products Co., 5760 W. Grand Ave., Chicago 39, Ill.	256
Manitowac Cotton Goods Mfg. Co., 909 York St., Manitowac, Wis.	524, 525	Railx Corp., 634 Dean St., Brooklyn 38, N. Y.	329-331
Manitowac Engineering Corp., S. 16th St., Manitowac, Wis.	350-354	Reed Bros., Inc., 1460 Haddon Ave., Camden, N. J.	726, 727
William J. Manz Equipment Co., 21 N. W. Ninth Ave., Fort Lauderdale, Fla.	400-404 821	Reliable Machine Works, Inc., 238 Eagle St., Brooklyn 22, N. Y.	218, 219
Marion Mfg. Co., Inc., 875 Kirkwood Ave., S. E., Atlanta 16, Ga.	757	Rema Corp., Ruby St., Norwalk, Conn.	568, 569
Marlow Pumps, Div. Bell & Gossett Co., P. O. Box 200, Midland Park, N. J.	806	Resillo Press Pad Co., 6950 N. Central Park Ave., Chicago 45, Ill.	369, 370
		Rosenthal Mfg. Co., 5033 N. Kedzie Ave., Chicago 25, Ill.	374
		F. H. Ross & Co., 1649 W. Morehead St., Charlotte, N. C.	375, 376
		Sak-Rak Co., 601 Cole Ave., Monroe, La.	51, 52
		Sayre Co., 2270 Seymour Ave., Cincinnati, Ohio	62, 63





# EXHIBITOR

# BOOTH NO.

Fred H. Schaub Engineering Co., 2110 S. Marshall Blvd., Chicago, Ill. 824  
 Marey Seldin Machinery Corp., 5999 E. 56th St., Indianapolis, Ind. 803, 804  
 Shields Engineering & Mfg. Co., 277 E. 156th St., Cleveland 10, Ohio B-22, B-23  
 Signal Chemical Mfg. Co., Inc., 5020 Richmond Rd., Bedford, Ohio 222, 223  
 Small Equipment Co., Div. American Laundry Machinery Co., Ross & Section Aves., Cincinnati 12, Ohio 759-764  
 Smith Bros. Co., Box 126, Plymouth, N. C. B-18  
 X. S. Smith, Inc., P. O. Box 272, Red Bank, N. J. 170  
 Soalco Products Co., Inc., 5-7 Saddle River Ave., Garfield, N. J. 110  
 Solon Meters, Inc., 115 L St., S. E., Washington 3, D. C. 121  
 Southern Mills, Inc., 585 Wells St., S. W., Atlanta, Ga. 620, 621  
 Speed Check Co., Inc., 542 Courtland St., N. E., Atlanta 8, Ga. 472, 473  
 Speed Queen, Div. of McGraw-Edison Co., Doty St., Ripon, Wis. 627-629  
 Spix Products Co., 119 Dahlem St., Pittsburgh 6, Pa. B-1  
 Stadham Co., Inc., 1825-31 N. 20th St., Philadelphia 21, Pa. 459, 460  
 Stamford Chemical Co., 45 Jefferson St., Stamford, Conn. B-25, B-26  
 Standard Financial Corp., 530 Fifth Ave., New York 36, N. Y. 724  
 Sta-Nu Corp., 5101-15 Sheridan Rd., Chicago 40, Ill. 377-379  
 Starchroom Laundry Journal, 305 E. 45th St., New York 17, N. Y. B-10, B-11  
 Stauffer Chemical Co., 380 Madison Ave., New York 17, N. Y. 53  
 Steamaster Automatic Boiler Co., 5819 Compton Ave., Los Angeles 11, Calif. 109  
 Steele Canvas Basket Co., Inc., 199 Concord Turnpike, Cambridge 40, Mass. 155  
 Sterling Supply Corp., 1-35 Porter St., Philadelphia 48, Pa. 304, 305  
 R. R. Street & Co. Inc., 561 W. Monroe St., Chicago 6, Ill. 7, 8, 9  
 Stry-Lenkoff Co., 815-821 E. Market St., Louisville 6, Ky. 281  
 Super Laundry Machinery Co., 1113 Cornelia Ave., Chicago 13, Ill. 818, 819  
 Samuel Taubman & Co., 176 Madison Ave., New York 16, N. Y. 728  
 Technical Tape Corp., Garment Bag Div., 240 North Ave., New Rochelle, N. Y. 276  
 Textile Marking Machine Co., 2204 Erie Blvd., E., Syracuse, N. Y. 111-113  
 Thompson & Sons, Inc., 8130 W. 47th St., Lyons, Ill. 115

# EXHIBITOR

# BOOTH NO.

Tillery Container Corp., 6000 Wilson Ave., Kansas City 23, Mo. 811  
 Time Savers, Inc., 83-99 Walnut St., Montclair, N. J. 173-176  
 Tingue, Brown & Co., 1765 Carter Ave., New York 57, N. Y. 774  
 Taps Mathproofing, Inc., 2642 Locust St., St. Louis 3, Mo. 778  
 Tower Chemicals, Inc., P. O. Box 102, Glenshaw, Pa. B-19  
 Troy Laundry Machinery Div., American Machine & Metals, Inc., East Moline, Ill. 815, 816  
 UniMac Co., 723 Ponce de Leon Pl., N. E., Atlanta 6, Ga. 574, 575  
 Unipress Co., Inc., 2800 Lyndale Ave., S., Minneapolis 8, Minn. 550-555  
 United Brass Works, Inc., Randleman, N. C. 600-605  
 United Business Publications, 10 E. 40th St., New York 16, N. Y. 730, 731  
 Vic Mfg. Co., 1313 Hawthorne Ave., Minneapolis, Minn. 680, 681  
 Wallerstein Co., Inc., 180 Madison Ave., New York 16, N. Y. 423  
 Warco Laboratories, 13609 S. Normandie, Gardena, Calif. 208, 209  
 Washex Machinery Corp., 192 Banker St., Brooklyn 22, N. Y. 556-560  
 Western Boiler Engineers, Inc., Dallas, Tex. D-6, D-7  
 Western Laundry Machinery Co., 420 E. 10th St., North Kansas City 16, Mo. 165-167  
 West Side Corp., 177 E. 123rd St., New York 35, N. Y. 215-217  
 Allen White Paper Corp., 414 W. 33rd St., Norfolk, Va. 206, 207  
 Whitehouse Nylon Products, 360 Furman St., Brooklyn 1, N. Y. 776, 777  
 White Machine Co., Inc., 14th St. & Lafayette Ave., Kenilworth, N. J. 755, 756  
 Wichita Precision Tool Co., Inc., 450 N. Seneca St., Wichita 12, Kans. 162-164  
 Wilco Sales Co., 2918 Southwest Blvd., Kansas City, Mo. 212-214  
 Willys Motors, Inc., 940 N. Cove Blvd., Toledo 1, Ohio 407-409  
 A. L. Wilson Chemical Co., 38 Passaic Ave., Kearny, N. J. C-7  
 Wyandotte Chemicals Corp., Wyandotte, Mich. 618, 619  
 Zeidler Mfg. Co., Inc., 633 Concord Ave., Mamaroneck, N. Y. A-24, A-25  
 Sam Zeoli, Inc., 705 Second Ave., New York 16, N. Y. C-4, C-5, C-6  
 Zimmerman Products, 2519 Burnet Ave., Cincinnati 19, Ohio 570, 571  
 Zuckerberg Co., 87 Franklin St., New York 13, N. Y. 275



MEMO

TO: **The Laundry Industry**

FROM: **G. A. Braun, Inc.**

SUBJECT: **Production Cost Savings**

**Comparative Figures for a Braun-Modernized Eastern Hospital\***

	Soap	Water	Total Washroom Supplies	Total Hours	Av. lb./ Op. Hr.
1955 .....	\$1,251	\$1,298	\$1,900	42,047	33.25
1956 .....	1,310	1,448	2,029	41,649	37.01
1957* .....	1,016	1,036	1,668	39,513	39.66
1958** .....	999	1,000	1,900	38,200	45.05

**PLUS \$64,000 THEY DIDN'T SPEND ON A NEW BUILDING!**

\* The year equipment modernization program was begun.

\*\* Estimated totals based on 11 months experience.

They call it the \$64,000 story at Mountain-side Hospital in Montclair, New Jersey. That's the amount it would have cost to enlarge the laundry building in order to house the amount of conventional equipment needed to process the hospital's expanded workload — a workload that increased from 1,302,304 lbs. in 1953 to over 1,700,000 lbs. in 1958.

Instead, they bought a Braun Unit Wash designed modernization program, and the figures shown above tell the story of labor savings, water savings, supplies cost reductions while per operator hourly production rose and rose and rose.

All of this in the same old laundry department. No new building, no lost time during construction, no request for additional funds to add to the hospital's many, many medical and surgical needs.

The money spent was on equipment—equipment that doesn't cost, but instead *saves*.

Institutional laundry, commercial power laundry, linen, diaper or industrial plant—the story is always the same. With Braun Unit Wash, higher quality at lower cost.

That's the purpose of our memo to the industry. We have the facts and figures to prove what Braun-designed equipment in the modern washer-extractor concept can do for your operation, regardless of the type of plant. Qualified representatives in every part of the country will work with you to provide the kind of washroom that pays for itself in savings.

Once again, we suggest that you tear out this advertisement as a reminder to contact us without delay.

**FOR COMPLETE INFORMATION WRITE TODAY:**

**G. A. BRAUN, INC.**



*Pioneer in Automation*

461 E. Brighton Ave., Syracuse, N. Y.  
410 Bloor St. East, Toronto, Ontario, Can.

\* Mountainside Hospital, Montclair, New Jersey. William T. Guy, plant superintendent, supplied these figures as reported in a feature article appearing in the January issue of STARCHROOM LAUNDRY JOURNAL.

# Linen Suppliers are RISING TO NEW HEIGHTS aboard



## ANGELICA'S MAGIC CARPET!

Why? Because Angelica, a member of the Linen Supply Association since its founding in 1917, has bent over backward to give suppliers top quality products, fast, efficient service, all-out co-operation to help keep this rapidly growing industry "flying high."

**Angelica warehouse stocks** include a complete line . . . herringbone and twist twill industrial uniforms, professional uniforms, utility garments, high style dresses, coats, and pants . . . all available for immediate delivery.

**Angelica's Linen Supply Line** offers top quality materials and workmanship in economy-priced garments that can be serviced profitably.

**Angelica-sponsored ads of linen service** appear in leading trade journals.

**Angelica sales aids** are furnished to suppliers for their routemen.

**Angelica's national sales force**, with representatives in fifty major cities, is trained to work with suppliers . . . to keep an ear to the ground for new linen supply prospects, and to refer these leads to their linen supply customers.

Consult your local Angelica sales representative, or write the nearest Regional Sales Office.

*Angelica* **UNIFORM CO.**

1427 Olive St., St. Louis 3, Mo.

107 W. 48th St., New York 36, N. Y.

177 N. Michigan Ave., Chicago 1, Ill.

1900 W. Pico Blvd., Los Angeles 6, Calif.

## HOOSIER CONFAB—

Continued from page 28

shifting to the lay-down collar. Counter personnel were trained to explain advantages of the new technique to every customer who came in the store. Route salesmen made calls on regular customers showing three shirts with the lay-down collar. And about 2,000 shirts were processed for regular customers on a trial basis.

Ken Ballinger, Anderson Laundry, Anderson, Indiana, illustrated the numerous ways in which he has promoted a sense of quality control among all employees in the plant. By working with a selected group of customers who judged finished bundles on a point system he was able to build employee morale and pay additional incentives for superior work.

Lee Leonard, New Home Laundry and Drycleaning, Bloomington, Indiana, told of his success in opening three coin-operated stores. He pointed out that location is the most important factor to consider. And that newspaper advertising on a weekly schedule has been the most effective way to promote new business. A clean, well-lighted store pays for itself in a year, said Mr. Leonard. But it takes the know-how of a professional operator to make coin-stores successful.

The last panel member, Howard Reed, Karstadt & Reed, Indianapolis, who specializes in drapery cleaning, illustrated some of the problems encountered when processing certain types of synthetic fabrics. He advised the plantowners to advertise the fact that frequent cleaning protects the housewife's original investment.

Richard Pearson and Elmer Strandberg, AIL staff members, talked on the importance of training supervisors to produce quality work in every department of the plant.

Other speakers included Morry Friedlander, sales promotion manager, Davies-Young Soap Company, who presented a slide presentation on various merchandising and advertising ideas. Glen Miller, vice-principal, Harry E. Woods School, discussed vocational training systems.

Indiana's favorite son—and AIL president, John Slick, closed the business sessions with a report on the motivation study now being carried on by the Institute.

The outgoing president, Harry Hudlow, Sr., LaFayette, introduced the new association president, Fred Mann, South Bend; vice-president, Garland Holloway, Huntington, and Charles L. Walker, Jr., Indianapolis, treasurer. Katherine Smith remains as secretary of the association.—Harry Yeates



**Do Greasy, Grimy Dish Towels Give You**



# LESTOIL

**LIQUID DETERGENT**

***roots out all grease and grime!***

Greasy, bad-smelling, food-stained dish towels, grimy hand towels, with lipstick and other stubborn soil, can be a nightmare.

But LESTOIL can lick it. LESTOIL washes dish towels thoroughly clean . . . freshens them and makes them clean-smelling.

LESTOIL penetrates the entire load instantly, dissolves and disperses oil, grease, and removes all "problem" soils. LESTOIL shortens formulas, cuts costly washovers, produces cleaner, brighter, more fragrant finished work . . . without excessive use of alkali or bleach.

LESTOIL works on every kind of wash . . . with no changes in formulas or equipment . . . just add 5 ounces per 100 pounds dry weight of family wash in your break in addition to soap and alkali.

*Why not try LESTOIL at our expense. Call your regular supplier for a generous FREE sample . . . or write us direct — today!*

## LESTOIL

Removes oil, grease, embedded soil . . . assures fresh, sparkling finished work.

Penetrates instantly . . . shorter washing and rinsing cycles . . . means fewer washovers.

Activates soap and alkali . . . prevents redeposit of soil and lime soap.

Is excellent as spotting agent or in soaking solution. Means less tensile strength loss . . . longer life for linens and your own nets.

# LESTOIL, INC.

HOLYOKE, MASS.  
a subsidiary of Adell Chemical Co.

# Way Down South in Dixie

**Counter Control:** Saw what is undoubtedly the world's longest call office counter at Domestic Laundry in Birmingham, Alabama. It's 120 feet long and staffed by 15 girls.

Two rows of drycleaning rails serve as the backdrop running the full length of the counter, and laundry storage bins are behind this double line.

The work is stored alphabetically

By HENRY MOZDZER

and the customers learn to gravitate towards the initialed section where their order is likely to be. To simplify finding the order, Domestic has numbered "slots" within each letter section. As the order is hung, the number is recorded on a customer card which also tells how many packages are in-

volved. The card is turned in to the cashier and serves as a check on transactions conducted during the day.

At one time each counter girl had her own cash register. This was costly, unsatisfactory and no better than having a "house" register. When shortages occurred, it was difficult to pinpoint the blame. It put the onus on all the girls—an unhealthy situation, says Percy Bower, since the innocent suffered with the guilty.

Individual cash registers were eliminated and replaced with two centralized stations with only two girls responsible for collecting money from customers.

The call office does between \$5,000 and \$7,000 per week and the customer cards described above are considered a necessity.

**Ironing Only:** From time to time a laundryman here and there gets tired of bucking the home washer and decides to start a new service. "Let the ladies do their own washing at home," they say, "we'll do the ironing for them."

A laundryman in Montgomery told us that his plant gets between \$200 and \$300 a week in this kind of business since it was started during the war years. But they wish they didn't have it.

A good deal of the work has to be rewashed to get it to look right. And the extra handling wipes out the profits on the iron-only service. But they keep it up as a convenience to patrons.

**Coin-Ops:** Quite a bit of interest in coin-operated laundries is being displayed by plantowners in the South. But one man we talked to was frankly skeptical. Seems that he heard about some coin-op operator who had two washers stolen on him. The thieves apparently backed a truck up to the store one night and carried the wash-wheels away without arousing anyone's suspicion. (We haven't been able to track this report to its source. —Editor's note.)

**Airline Linen:** American Airlines, for one, provides a buttonhole in linen napkins served with meal trays to protect the man's tie or milady's blouse. "It's quite permissible," reads an accompanying card, "to shield clothing from unexpected spills by fastening the napkin to the highest button while dining above the clouds." □□

**It's New! It's from Staley's!**

## It's STA-FLEX

**The New, All-Purpose, Non-Congeaing  
5-Oz. Starch That Starches Everything Better**



Looking for the ideal starch? Then look no more. New Sta-Flex is here!

Laundrymen who have put new, all-purpose Sta-Flex through test after test describe it as well-nigh perfect for everything that's starchable—from whites to brightest prints.

For they discovered that Sta-Flex penetrates quickly, evenly, thoroughly. Gives a smooth, flexible finish that eliminates excessive stiffness, scratching and irritation. Forms

a clear, transparent film that doesn't mask color—even delicate, summery pastels.

They discovered, too, that new non-congealing Sta-Flex gives minimum build-up on the presses. Insures an even, fluid, scum-free consistency until used. Disperses easily and uniformly in the wheel without splotching. And most important, from a production standpoint, Sta-Flex reduces clean-up time.

Enjoy the definite in-plant advantages; the greater customer satisfaction that versatile, new Sta-Flex can give you. Get all the facts. See your Staley Representative for complete information, or write to: A. E. Staley Mfg. Co., Decatur, Illinois.

\*Actual photo of Sta-Flex starch cooked at 5 ounces per gallon water, cooked 10 minutes at 190° F and held 24 hours. This remarkable viscosity stability is unduplicated in regular 5-ounce laundry starches... means reduced set-back for you.

**NEW**

## STA-FLEX



A. E. Staley Mfg. Co., Decatur, Illinois

Branch Offices: Atlanta • Boston • Chicago • Cleveland • Kansas City  
New York • Philadelphia • San Francisco • St. Louis

available with partial or complete AUTOMATION!

# **C/L WASHERS**

give you superb "no-maintenance" performance  
backed by the industry's only

## **5-YEAR GUARANTY**



**ILLUSTRATED:** C/L 60" x 96" Pullman Slide-Out Washer with 4 compartments, 4 doors. Dry weight capacity 900 lbs. Special low-front design for rapid and effortless unloading. This Washer, with single-end drive and hinged doors, is also available . . . as are all C/L Washers . . . with double-end drive or with sliding doors.

### **a washer designed for you!**

Your C/L Washer is individually engineered to suit your specific requirements! **AUTOMATION?** C/L Automatic Controls offer you any desired degree of automation including completely automatic feeding of supplies! **SIZE?** Up to 64" x 160" and in any dry weight capacity from 50 lbs. to 2000 lbs. per load! **CYLINDER TYPE?** You name it — open pocket type, with or without slide-out unloading shelves; Pullman slide-out; or "Y" slide-out. **LOW FRONT?** The C/L patented Compro-Seal Automatic Shell Door Assembly gives you all the rapid unloading advantages of low front design . . . without costly water spillage!

But . . . most important of all . . . your C/L Washer, and only the C/L Washer, offers you the 6 vital points of superiority that have earned its unique "no maintenance" record. And each of these points is backed by the industry's only 5-Year Guaranty!

### **5-YEAR GUARANTEE ON THESE 6 IMPORTANT POINTS!**

- C/L Evertite Cylinder Door Lock
- C/L Compro-Seal Automatic Shell Door Assembly
- C/L Sealomatic Trunnion Seal
- C/L One Piece Steel Trunnion
- C/L Rigid Frame
- C/L Stainless Steel Cylinder

Unconditionally guaranteed against all defects except those caused by faulty operation!

WRITE, PHONE, OR WIRE FOR FULL DETAILS



## **CUMMINGS-LANDAU**

**Laundry Machinery Co., Inc.**

305-17 Ten Eyck Street, Brooklyn 6, N. Y. TEL. HYacinth 7-1616 • Cable Address: "CUMLAMAC"

**SEE NEW C/L WASHERS AT BOOTHS 606-609, N.I.D. CONVENTION**

## Laundry News Notes



FALL RIVER, MASS.—Normand J. LeComte is the owner of Ideal Laun-

dry, which held a grand opening recently to celebrate its new drive-in service.

NORTH ADAMS, MASS.—Mrs. Edna S. George has established a laundry at 35 Spring St. The concern's former location at 67 Center St. was taken for a new highway.

NORRISTOWN, PA.—Louis Schafer has opened a laundry at 60 E. Spruce St.

HAVERHILL, MASS.—A new laundry was scheduled to be opened at 30 Winter St. by Simeon A. Rosseau.

TORONTO, ONT., CAN.—Tenders have been received for laundry extension and alterations at Wee Folks Diaper Service Inc., 6560 Esplanade Ave.

WASHINGTON, N. J.—Morey-LaRue Laundry of Elizabeth has opened a branch in the new Warren County Shopping Center on Route 24.

ROCHESTER, N. H.—Varney's Laundry has been opened on S. Main St. by J. Winfield Varney, Jr.

CAP DE LA MADELEINE, QUE., CAN.—Construction is under way at Thibeau and Grandes Prairies Sts. for Austin Laundry Co.

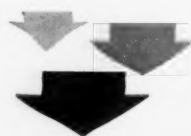
BROOKLYN, N. Y.—Sidney Stacey, chairman of the board of Pilgrim Laundry, Inc., 1102 Prospect Ave., retired on January 15 after 55 years of service with the company.

DOVER, DEL.—Hastings Laundry Center will be opened on S. Little Creek Rd. by Turner Hastings.

GREENSBURG, PA.—Robert Good, laundry manager of Veterans Administration Hospital in Oakland, was elected president of the Western Pennsylvania Association of Institutional Laundry Managers at a meeting held in Westmoreland Hospital in December. Other new officers are George Potmeyer, laundry manager, John J. Kane Hospital, Pittsburgh, vice-president; Gene McCool, assistant laundry manager, Veterans Administration Hospital, secretary, and Betty Racon, assistant laundry manager, Shadyside Hospital, Pittsburgh, treasurer. Bill Jones, laundry manager at Westmoreland Hospital, is the retiring president.

JOHNSONBURG, PA.—Fire completely destroyed Johnsonburg Laundry, owned by Joseph and Natalie Gigliotti.

ELIZABETH, N. J.—Morey LaRue Laundry Co. recently marked its seventieth year of operation. The company was founded by Mahlon Morey and William LaRue in Easton, Pa. Three years later branches were opened in Elizabeth, N. J., and Staten Island, N. Y. The plant in Elizabeth was made the central office several years later. Officers of the firm are Frank Scott, Jr., president and chairman of the board; Louis W. Haviland, vice-president in charge of production; Lester H. Wright, vice-president in charge of sales; Mahlon M. Scott, vice-



**NOW! THE KEY TO FULL PROFITS ON TODAY'S SMALL BUNDLE!** now you can go after the piece-price partial bundle your customers want to send! a whole new system of modern laundry management, based on a new identification system...

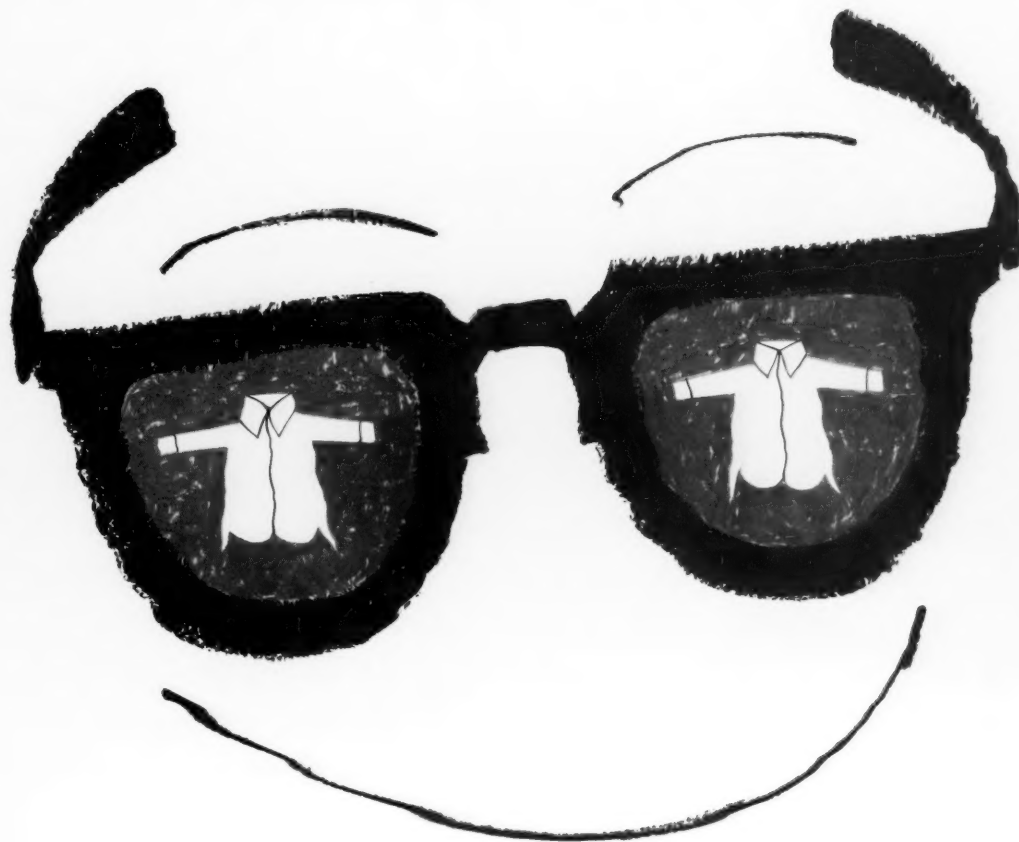


Now you can handle both the large family bundle and the small piece-price bundle at the same new low cost—make the same full profit on both. Easy to maintain a 2 or 3 day delivery schedule. Big new savings in all departments and services. Allows simplified billing and payroll methods. Key-Tag Lot Control combines the best of "pin and net" with selective full identification in a simple, foolproof plant-wide system. 100% mechanical check on everything—always. No human error. Cut identification help up to 40%. Use green labor. Train mark-in girls in 4 hours. Full nets—full wheel loads.

Write for the lot control story

**THE KEY-TAG CHECKING SYSTEM CO.**  
6509 HOUGH AVENUE — CLEVELAND 3, OHIO





## **BRIGHTER** than sunshine...

That's the look Whitegard gives fabrics. There are two good reasons why you just can't beat Whitegard® when it comes to out-of-this-world fabric whiteness. It is a powerful whitener—color brightener, too. And its *necessary* built-in anti-clor action assures maximum whitening. Product of extensive research, there is nothing else like Whitegard, and that's why it's made countless friends in laundries from coast to coast since its recent introduction. To give your customers whiteness beyond expectation, get Whitegard today from your Pennsalt distributor.

Laundry and Dry Cleaning Dept. 713  
**PENNSALT CHEMICALS CORPORATION**

East: Three Penn Center, Philadelphia 2, Pa.  
West: 2700 S. Eastern Ave., Los Angeles 22, Cal.



president and secretary; Albert L. Ward, treasurer and assistant secretary, and Miss Agnes M. Lauer, assistant treasurer.

**ALFRED, N. Y.**—Horton Laundry has purchased the equipment of the Collins *Quick Laundry Service*, located on W. Pearl St., and added the equipment to its present establishment.

**GRAFTON, W. VA.**—Home Laundry, *Boyd and Luzadder Sts.*, has been purchased by Walter A. Hupp, president and general manager of Fairmont American Laundry, Inc., of Fairmont.

**MAPLE, ONT., CAN.**—Maple City Laundry & Dry Cleaners Ltd., 420 Park

Ave., W., recently celebrated its thirtieth anniversary.

**ELMSFORD, N. Y.**—Leo Goldner and Herbert Strauss have opened a laundry and drycleaning establishment in a newly remodeled building at 13 N. Saw Mill River Rd.

**EAST GREENWICH, R. I.**—Harold Barker has established Main Street Laundrette in the Finn block between London and Union Sts. Regular laundry service as well as quick-service is offered.

**MALDEN, MASS.**—Caul's Laundry, 105 Clifton St., has been opened by Lester Gaul.



**CARSON CITY, NEV.**—Capitol Laundry has purchased Western Laundry and Dry Cleaning Services Co., according to Russell E. Timmons, president and general manager. Harry Rovetti, former president of Western, will become general manager of Capitol.

**BRIDGEPORT, CALIF.**—New equipment has been added at American Laundry and Dry Cleaners, owned by John and Shirley Meyers.

**MORTON, TEX.**—Turner Laundry has added a self-service department.

**VAN ALSTYNE, TEX.**—Lloyd B. Roland is the new owner of May's Laundry, which he purchased from Mr. and Mrs. Tommy May.

**WELCH, OKLA.**—Welch Laundry, owned by Mr. and Mrs. Chester McDermott, has added coin-operated equipment.

**OAKLAND, CALIF.**—Construction has begun at 5325 Adeline St. for Gillette Commercial Laundry. The firm is headed by Willis H. Gillette. Associated with Mr. Gillette is Harry James, route supervisor.

**VACAVILLE, CALIF.**—Tic Toc Laundry has been opened at 760 Merchant St. by John Dicks, who also operates Vacaville Cleaners.

**SHERMAN OAKS, CALIF.**—Richard Lew is the owner of Dick's Laundry, recently established at 13934 Ventura Blvd.

**ATWATER, CALIF.**—Julian Aja, owner of Broadway Cleaners, and Maurice E. Engleking, operator of Rodgers Laundry, 790 E. 17th St. in Merced, have taken over Atwater French Laundry. The firm will be operated as King's Laundry and Cleaners.

**WHITEWRIGHT, TEX.**—Plans have been announced for establishment of a laundry in the Ray Bldg. by Otto Cunningham and Leo Anderton.

**MULVANE, KANS.**—A grand opening was held at Mulvane Laundry, 219 W. Main, by Mr. and Mrs. J. E. Bray.

**ANTIOCH, CALIF.**—Construction has begun at 1409 W. Fourth St. on a new \$125,000 plant for Contra Costa Linen Supply Corp. The new 15,000-square-

**A NEW WAY TO WASH...**

**FASTER** — 2 more loads per wheel per day.

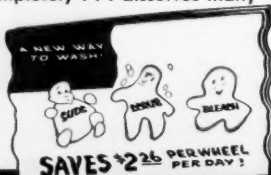
**MORE PROFITABLE** — saves you \$2.26 or more per wheel per day

TESTED AND NOW USED IN ALL KINDS OF LAUNDRIES

These 3 products make it work . . .

1. **New Activated PRIME SÖHP** has more washing power per pound . . . you use less and get better results . . . removes most of the soil and prepares the load for the Phosrite scrub which follows.
2. **PHOSRITE Wash Accelerator** is an emulsion stabilizer and soap regenerator . . . it scrubs out deeply imbedded soil . . . accelerates washing action . . . prepares the load for the Hycon bleach which follows.
3. **HYCON Dry Bleach** is a double-action stain remover . . . it bleaches safely, uniformly and completely . . . dissolves many types of stains which other bleaches will not remove.

Find out how you can save up to \$564.00 per year on each wheel with this "New Way to Wash." Write today for 16-page illustrated booklet.



**Beach Soap Company**

130th Year of Continuous Progress in Manufacturing Fine Laundry Products

17 MILL STREET, LAWRENCE, MASSACHUSETTS

# ARE YOU TIED UP IN NETS?



## DOES PINNING RIP YOUR NETS? DO SNAGS GIVE YOU PROBLEMS? NET REPLACEMENT COSTS GET YOU DOWN?

Don't take a tranquilizer—just ask your jobber to show you the Fablok Laundry or Cleaning Net best suited to your needs.

*Fablok makes five completely different knitted designs, from heavy wide open mesh to a very close mesh. To simplify pinning, the close mesh net is manufactured with a special 5" pinning top. This top will not "chop up" after washings, it lasts as long as the NET.*

Every laundry and cleaning plant has its individual problem in choosing a Nylon Net. *Fablok recognized this need and has designed nets to suit these requirements. Your jobber's salesman has a full line of samples of Fablok Nets and he can help you solve your problem. In addition, Fablok can custom-make any net in any special size or color.*

*You'll instantly recognize the many advantages of Fablok Knitted Nylon Nets over any woven nets on the market. NYLON KNIT from heavy 260-denier and 420-denier high-tenacity nylon to eliminate snags and runs.*

**SEE US IN  
BOOTH 424  
N.I.D. SHOW  
ATLANTIC CITY**

FOR THE FINEST NET, CHOOSE

*Fablok* MILLS, INC.

46 CORDIER ST., IRVINGTON, NEW JERSEY

foot building will be three times larger than the present plant on Second St., and is expected to be ready for occupancy in June.

**FRANKSTON, TEX.**—Barry's Laundry has been established at 221 Commerce by Ed Barry, Sr., and Ed Barry, Jr.

**RICHARDSON, TEX.**—Garland Laundry and Cleaning Co., 101 N. Star Rd., Garland, has opened a branch in the Richardson Terrace Shopping Center. Other units are at Miller and Garland Rds. in the Garland Shopping Village, Orchard Hill Shopping Center, First Street Shopping Village and a shopping center in Fort Worth.

**BUENA PARK, CALIF.**—Biel Laundry and Cleaners is among the firms opened recently in the new Buena Park Shopping Center on Knott Ave.



**PIERRE, S. D.**—Mr. and Mrs. Bill Pringle have opened a laundry at 604 E. Sioux Ave.

**FAIRBURY, NEB.**—An explosion in the boiler room at Fairbury Laundry and Dry Cleaners caused damage estimated at \$20,000.

**PORTLAND, ORE.**—A business license has been issued L. A. and Fanny Crouch for establishment of a laundry at 3901 S. E. Belmont St.

**EMPIRE, ORE.**—Plans have been announced by George Lehl for establishment of Empire Laundry, 121 N. Washington St.

**PORTLAND, ORE.**—A business license has been issued Ray G. and A. Lucas for establishment of a laundry at 3250 N. E. Union Ave.

**TACOMA, WASH.**—The Dry Cleaners and Launderers Association of Pierce County has been formed by a group of Tacoma laundry and drycleaning firms. Officers of the new association are Donald W. Walter, president; Claude Clappitt, vice-president, and Farson E. Lynn, secretary-treasurer.

**WILLISTON, N. D.**—City Laundry and Dry Cleaners recently completed about \$500 worth of cleaning of clothing, which has been given to church organizations for distribution among needy families. Operators of the establishment are the Nelsons.

**URANIUM CITY, SASK., CAN.**—More than 150 people attended the grand opening of the Uranium City Laundry and Dry Cleaners, Uranium Rd. and Fission Ave. Mr. and Mrs. Dean Thrasher are the owners.

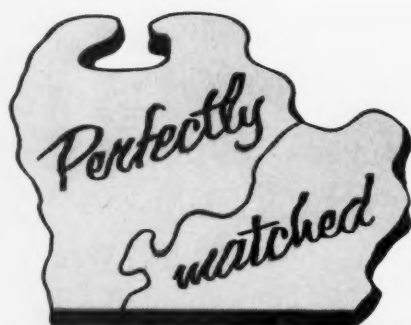
**PORTLAND, ORE.**—A business license has been issued John Corcoran for establishment of a laundry at 3501 N. E. Union Ave.

**WALLA WALLA, WASH.**—R. F. (Bob) Parker, who has been sales manager for Northwest Industrial Laundry Co. of Portland, has assumed the position of branch manager of sales and service as well as of production.

**FARGO, N. D.**—Model Laundry & Cleaners, 633-35 N. P. Ave., has obtained a franchise to distribute shirts on a rental plan, it was announced by Harold Meyer, owner.

**BEND, ORE.**—Northwest Industrial Laundry of Portland has purchased Central Oregon Industrial Laundry, an affiliated unit of Bend Troy Laundry, it was announced by Bert H. Farris, owner of Bend Troy.

**MILES CITY, MONT.**—George Mott of Miles City Steam Laundry has announced plans to open a coin-operated laundry in a new building to be constructed.



for unsurpassed  
service—higher  
production—  
top-quality flatwork

**R/M REVOLITE® covers**  
**and REVOLON® pads**

Industrial and institutional laundries are understandably excited over savings of up to 43% — not counting changeover labor costs and stoppages. These savings are made possible by using the perfectly matched team of REVOLITE Cover and REVOLON Pad.

The REVOLITE Cover, long recognized as the finest semipermanent cover of the industry, is now teamed with an equally outstanding REVOLON Pad, newly developed through R/M research. The REVOLON Pad combines asbestos and Dacron fibers to withstand temperatures needed for the correct operation of an ironer, retain resiliency over its unusually long service life, and help produce the finest quality

flatwork. A REVOLITE-REVOLON team of covers and pads can give you up to four times the service provided by inferior covers and pads. No matter what combination you have been using, it will pay you to hear about the better work and important savings made possible by REVOLITE-REVOLON. Write or call us today for full details.

R/M also supplies REVOMESH, a complete line of metallic press pads, as well as many types of REVOLITE press covers for most presses.

Members of A.I.L., I.S.A., N.A.I.L.M.

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RAYBESTOS-MANHATTAN, INC., Laundry Pads and Covers • Asbestos Textiles • Brake Linings • Brake Blocks • Clutch Facings • Rubber Covered Equipment • Industrial Rubber • Engineered Plastics • Sintered Metal Products • Abrasive and Diamond Wheels • Bowling Balls





## H.I.S.\* PUTS THE LOOK OF ELEGANCE WHERE YOUR CUSTOMERS WANT IT

How does the average man judge the "Quality" of the professional laundry or cleaner that does his shirts?

Of course, he wants his shirts spotlessly clean. But after that, chances are he seeks that extra look of special effort—smooth collars and cuffs, unruffled front—all the things that give his shirt a "like-new" appearance. That's where Huron Instant Starch comes in. Here's a starch that dissolves readily in hot or cold water, requires no cooking, yet meets the same standards of excellence that you have come to expect in Velvet Rainbow wheat starch.

Whether you select H.I.S. or Velvet Rainbow you can be sure that your starch-work will have a smooth, flexible, customer-pleasing finish. You'll also find that either starch is economical to use. Write to Hercules for the name of your nearest distributor.

\*Hercules Trademark

**HURON MILLING DIVISION**

*Virginia Cellulose Department*

**HERCULES POWDER COMPANY**



900 Market St., Wilmington 99, Delaware  
Available from leading distributors  
from coast to coast.

### BOTH SUPERIOR QUALITY



**HURON INSTANT STARCH**... the first powdered instant starch to duplicate cooked starch results without cooking.



**VELVET RAINBOW STARCH**... guaranteed 50% velvet wheat—famous for quality for over 35 years.

VH59-1



## **MONEL-TEX**

BASE PADS for all make  
CABINET BOSOMS and  
SLEEVE PRESSES

## **FLAN-L-TEX**

METAL PRESS PADS

## **MET-L-FLAN**

ALL MESH TOP PADS

## **TWIN-FAB**

FOR INDUSTRIAL  
GARMENT FINISHING  
OR AS BASE PAD

## **TUFF-FAB**

ALL STEEL WOOL  
FOR ECONOMY

**KOMBI** ALL IN ONE  
UNIT • SPONGE RUBBER  
DRY CLEANING PRESS PAD

## **CLEANING MITT**

ALSO CLEANING PADS  
FOR FLATWORK IRONERS

**BULLDOG PRESS COVERS**  
**ASBESTEX PRESS COVERS**

Proven throughout years of service to the industry, the Bulldog line assures long-wearing quality and maximum economy. Ask your jobber about the Bulldog line, or write us for complete literature and list of reliable Bulldog dealers.

**X. S. SMITH**  
INC.  
**RED BANK • NEW JERSEY**



**SHELDON, IOWA** — Ervin Wolfswinkel and Ryne De Groot have leased the Ralph Vanden Brink Bldg. on Ninth St. for establishment of a laundry.

**CHICAGO, ILL.** — John H. Triebel of Peoria has been elected president of the Illinois Laundry Association for the coming year. Other new officers are Ray Martin, La Salle, vice-president, and Clare Rohan, Chicago, treasurer. Ralph Pettibone continues as secretary.

**ST. LOUIS, MO.** — Julius Krasner, Barnes Hospital, was elected president of the St. Louis Association of Institutional Laundry Managers at the group's January meeting. Other officers elected were Harold Wander, Coronado Hotel, secretary, and Theo Hugo, St. Luke's Hospital, treasurer.

**CHICAGO, ILL.** — A tour of Chief Laundry Co., 5425 N. Hoyne, was made by members of the Women of Hapoel Hamizrachi.

**SALEM, ILL.** — Quality Laundry & Cleaners, 201 S. Walnut, has been enlarged and renovated in preparation for the opening of a new self-service laundry facility. Richard Yohe is the owner.

**PORTAGE, WIS.** — Mr. and Mrs. Hugo J. Traub have announced the sale of Modern Laundry and Dry Cleaners, 213 DeWitt St., to Mr. and Mrs. Alfred P. Wenger. Mr. Traub will continue to operate Five and Dime Laundry.

**NORTHBROOK, ILL.** — Kendrick P. Morgan, vice-president and executive secretary of Morgan Linen Service, Inc., Chicago, has been named a business division section chairman of the 1959 March of Dimes in Cook County.

**GOSHEN, IND.** — B. F. Paine, plant superintendent of American Laundry and Dry Cleaners, has been named general manager, succeeding R. K. Mills, who has resigned as manager.

**CHAMPAIGN, ILL.** — Sam Lee Laundry, 122 W. University Ave., has purchased the two-story building at 213 S. Neil St., to be used as its new quarters.

**TWO HARBORS, MINN.** — Wesley Birt has opened Birt's Laundrette, 606

Seventh Ave., offering self-service in addition to regular laundry service. Mr. Birt operates a similar establishment in Duluth.

**EXCELSIOR SPRINGS, MO.** — New equipment has been installed at Excelsior Laundry and Dry Cleaners.

**MINNEAPOLIS, MINN.** — Anchor Laundry and Dry Cleaners has opened a drive-through at its headquarters, 2320 Central Ave. The firm has four other locations: 1817 Minnehaha Ave., 2917 W. Broadway, 211 S. E. Oak St. (Columbia Laundry), and 2451 Bloomington Ave.



**MIAMI, FLA.** — Richard E. Pearson recently assumed duties as the executive secretary of the Florida Institute of Laundering and Cleaning. Mr. Pearson is the former sales and advertising department manager of the American Institute of Laundering. He was also an instructor in the Institute's School of Laundry Management.

**LEXINGTON, KY.** — Permit for construction of a laundry on Forbes Rd. was granted Rental Uniform Co.

**GASTONIA, N. C.** — New Way Laundry and Cleaners and Quick Laundry and Cleaners again this year collected and cleaned clothes, which were turned over to the Salvation Army for distribution to the needy at Christmas. This is the sixth year that Dennis Doster offered his laundries' services.

**BATON ROUGE, LA.** — Kean's Laundry, 1867 Convention, recently filed a permit for construction of a \$45,000 addition.

**HAGERSTOWN, MD.** — H. Paul Ride-nour, proprietor of Hagerstown Laundry, has announced the opening of a coin-operated laundry at 593 Northern Ave.

**PULASKI, TENN.** — ABC Laundry & Cleaners, E. Jefferson St., and Dependable Cleaners have merged, it was announced by Herbert J. Luna and Roy Prindle, owners. The establishment on E. Jefferson will be used for operation of the combined business, which will be known as Dependable ABC, Laundry & Cleaners.

**LEXINGTON, KY.** — Lexington Laundry Co. has leased space in the Northland Shopping Center, now under construction on N. Broadway.



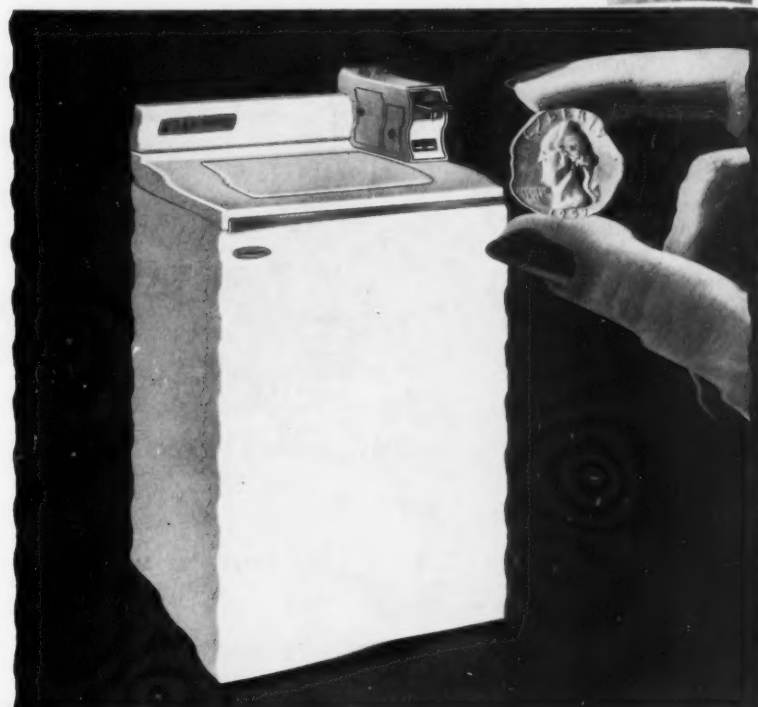
**ONE FRIGIDAIRE 18-minute washer**



*does the work of TWO machines!*



**FRIGIDAIRE**  
coin-operated  
washer  
with exclusive  
18-minute  
cycle...



**Does double the washloads...double the volume  
of old-type automatics...for the same investment**

- Does the washload faster...satisfies more customers. Only Frigidaire gives a complete wash cycle in 18 minutes.
- Does double the volume in the floor space of one washer. Saves you valuable work-area, saves capital outlay.
- Does a cleaner washing with the Frigidaire famous 3-ring Pump Agitator. Bathes deep dirt out without beating.
- Does a drier spin compared with other washers. Cuts drying time almost in half, saves you added dryer investment.
- Does washing with automatic lint removal. No time out for cleaning lint traps as with other washers.

For more facts, figures, case histories, call your nearest Frigidaire Distributor or District Office.

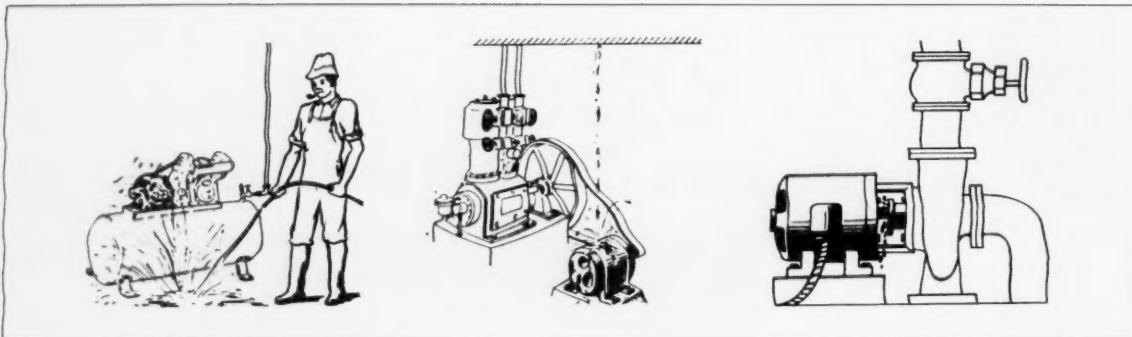
**FRIGIDAIRE**



Built and  
backed by General Motors

**ADVANCED APPLIANCES DESIGNED WITH YOU IN MIND**

See the Frigidaire Exhibit at the A.I.L. and N.I.D. Convention,  
Atlantic City, March 4, 5, 6. Space C8 and C9.



**Proper maintenance** of plant and equipment plays important role in prolonging motor life. In case of leaking pump, gland seal nuts need only be tightened or seals repacked to keep water out of motor

# How To Protect Electrical Equipment

**It's good business to take precautions  
that will reduce repairs, replacements**

WHENEVER YOU TALK to a laundryman about day-to-day operations you come away thinking how troublesome steam, hot water and compressed air can be. Very rarely do you run into any laundryman who says electricity is a headache.

But if you dig a little and push the point, you find the average laundryman has such a wholesome respect for electricity that any time he does run into trouble he sends for a licensed electrician if he doesn't have one working for him. Furthermore, some cities give him no choice. What happens then is that he takes the doctor's word for what ails him and the chances are he winds up overprotect-

By **JOSEPH C. McCABE**

ed. This may not be too bad a situation but it can be costly in repair bills.

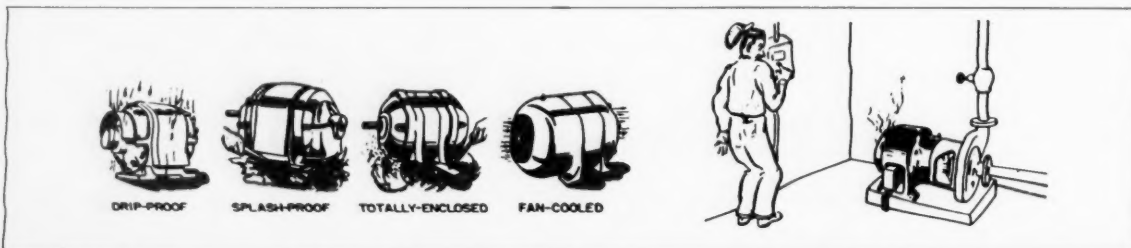
One way to cut down on outside electrical repairs is to make sure that simple precautions are taken against electricity's bigger enemies. We are repeatedly falling back on the statistics the Hartford Steam Boiler and Insurance Co. presents on its accident experiences to identify these various enemies. The reason is obvious and we think the moral should be, too. Hartford has had to pay out insurance claims on these accidents and so it keeps close tabs on the number of

failures and, where it can, the causes for them.

Hartford is perfectly willing to pass along its findings because this knowledge can save it money. The laundryman should be pleased to profit from these findings since he can save lost production time which more often than not costs him more than the dollar costs of repairs.

### Moisture and its problems

A frequent source of electricity troubles in laundries is moisture in motors. Hartford tells us that as high as 15 percent of all motor failures it handles are from this cause alone and



Left: **Specialized motors** are available to cope with problems which for one reason or another cannot be overcome through normal care and maintenance alone. Savings in repair bills will pay for change. Right: **Never start motors** after long shut-down without first having electrician check. Condensation coats motors during idle periods and cuts down insulation resistance which can prove damaging



# Tests prove plants can increase output, lower costs with better steam trapping

by John W. Ritter, Test Engineer  
SARCO Company, Inc.

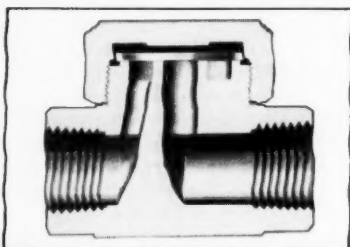
Surface cold spots on ironers and presses can run up production cost. Such trouble is often cleared up by the right steam trapping.

Because Sarco Thermo-Dynamic Steam Traps drain condensate and air out of steam spaces completely, their use has increased the output of many laundries and cleaning plants, cut fuel costs appreciably. Here are four typical cases:

At a military post laundry\* in Virginia, sheets were leaving the flatwork ironers steaming. Tests showed cold spots on steam chest surfaces, temperatures ranging from a high of 325°F to a low of 310°F. When TD-50's were installed temperature rose to 330°F, work left the unit dry, and re-runs were eliminated.

Loss of live steam from traps was a problem with an institutional laundry\* at Grand Rapids, Mich. Drying tumblers and ironers were running at low heat level, output was sluggish.

Sarco TD Steam Traps were then installed, resulting in an immediate production speed-up. Drying tumblers, for instance, were able to dry a load of towels 15 to 20 minutes faster.



Only 3 parts to a TD Steam Trap: Cap, disc, and body. Low in first cost, low in installation cost, low in maintenance cost.

When flatwork ironers showed a drop of surface heat of 45° below inlet steam temperature at a large commercial family laundry\* in Brooklyn, they were equipped with TD Steam Traps. That stepped up their output 9.8%.

Again, in Texas City, Texas, a large laundry and dry cleaning company had heating trouble with 30 units. Faulty steam trapping was wasting steam. They replaced bucket traps with Sarco TD's and stopped steam losses. Output increased 10%.

In all four of these cases the trouble-free operation of TD's also effected reduction in maintenance time.

\*Name and actual case-history on request.



## SARCO TD Steam Traps can make the difference between loss and profit

Equip your steam-heated laundry and cleaning units with Sarco Thermo-Dynamic Steam Traps. This production-planned steam trapping will watchdog your heated surfaces for uniform temperature.

If you are wasting valuable steam or if uneven surface temperatures are giving you loss of production and frequent re-runs, write for literature today.

### 60-DAY TRIAL CONVINCES... No cost or obligation

Prove the effectiveness of Sarco TD traps to your own satisfaction. Write directly to us for a Sarco TD and strainer on 60-day trial. Specify size. Buy only if you're completely satisfied. Sarco Company, Inc., 635 Madison Ave., New York 22, N. Y. Or contact your supply house.

50078

# SARCO

COMPANY, INC.

635 Madison Avenue, New York 22, N. Y.

STEAM TRAPS • TEMPERATURE CONTROLLERS • STRAINERS • HEATING SPECIALTIES

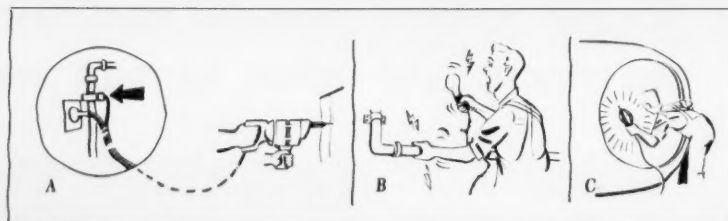


a good team  
for steam



This Yarway team has scored high—over a million installed on all types of steam equipment. Stocked and sold by 270 Industrial Distributors. For free Steam Trap Book, write YARNALL-WARING CO., 129 Mermaid Ave., Philadelphia 18, Pa.

go **YARWAY**  
with confidence



If portable electric tools are not equipped with three-wire cord and plug having third grounded connection, connect frame of tool by third wire run to water pipe or other sure ground circuit. Use tight spring clamp for convenience. Use extension lights constructed of insulated handles and other materials safe and approved as suited to purpose and location. When working in tanks, boilers, damp areas or other places that provide path for current, use extension lights constructed of moisture-proof wire connected to 6-volt side of 110/6 volts transformer and provided with 6-volt lamp in suitable lamp guard.

for motors in laundry plants this situation represents a major culprit. There are some simple and unconscious occasions for moisture to get into motor wiring. The solutions to all, however, are not all simple.

### Grounding

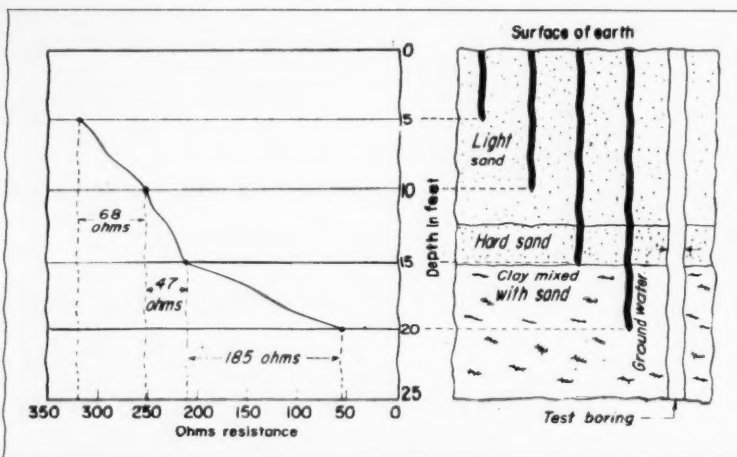
The next most glaring offender in laundry electricity difficulties is faulty grounding or often no grounding at all. The main purpose of equipment grounding is safety to personnel. But continuous operation of electrical equipment is also a consideration. Should something go wrong in the electrical wiring within a plant it is best to have a path to ground it until the fuses protecting the electrical system or circuit breaker can cut off the current. Unless electricity can get to the ground quickly it will spread itself through the rest of the wiring, possibly burning out still other equipment that has been working as expected.

Laundries with drycleaning departments have still another hazard that can be helped by a well-grounded electrical wiring. This hazard is the

presence of volatile cleaning fluids compounded by electrostatically charged lint particles coming off the different machines. Solidly grounding the equipment itself, in addition to the grounding of electrical wiring, is a good form of insurance against what could be a lethal explosion.

A test arrangement on a ground connection that has been made for a steel I-beam in a plant can be described as follows: The grounding device is a steel rod driven into the earth. A solid copper wire has been firmly connected to this grounding rod and its opposite end connected to the I-beam. The ideal arrangement would equip each machine with its own grounding rod.

The system we recommend would tie together by solid copper cables or straps the building water-service pipes and interconnect this system to the plant's electrical grounding. This electrical grounding would consist of a number of outside grounding rods brought into the building by cable and connected points to a copper bus bar running around the building walls. Individual pieces of equipment could then be connected to this grounding bar.



Deep ground rods have less resistance than short ones. They're more reliable since deep soil is less likely to dry out. Nature of soil layers affects resistance



We are now building in quantity and stocking a number of standard size Inversand Zeolite Water Softeners. These popular water softeners are available at low prices and

# A GOOD BUY!

convenient terms. They are the latest design, fully guaranteed, and we feel A GOOD BUY at this time.

Remember, Inversand Zeolite Water Softeners are used by hundreds of commercial and institutional laundries everywhere . . . many for over thirty years.

Write for full details, or a Representative will call.

Bulletin IS-1 sent on request

## HUNGERFORD & TERRY, Inc.

Clayton 8, New Jersey

The combination of several earth-grounding bars plus the tied-in service-water piping should give an excellent low-resistance network for any stray or unwanted electrical charges to get themselves out of the plant.

How many grounding rods should you use? Certainly more than one and these should be driven deeply. The more rods used and the closer they are spaced, the less the resistance to the escape of unwanted electricity and the better your grounding system.

Of course, that nature of the ground into which a grounding rod is driven influences the effectiveness of grounding. Specially treated soil compensates for the different seasons of the year since the ground is sometimes drier than at other times and the grounding system suffers.

### Trouble shooting

Now for a quick look at some simple trouble shooting. A motor fails to start for no apparent reason. The first thing to do is open the starter box and look to see if the overload relay lever has tripped. Overload devices can usually be reset after cooling for about one minute. Reset and try again. If the relay kicks out again then the load is too heavy for your motor to handle.

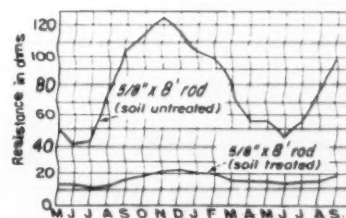
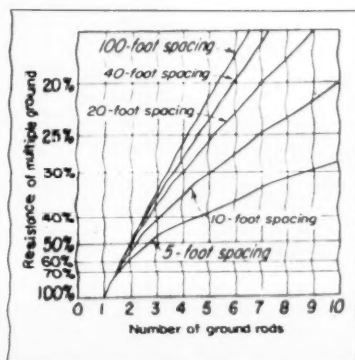
If you can reduce the load do so and try again.

Suppose, however, the motor will not start at all but will produce a loud magnetic hum. This is a sign that your wiring is disconnected or broken somewhere because this hum is characteristic of only one phase of a three-phase electric motor receiving current.

We have seen three-phase motors operate on only one phase but the motor runs most sluggishly and heats up fast. A broken wire anywhere in the wiring from starter to motor is probably the cause unless, of course, the motor has suffered a short.

Fluorescent lights that fail may need a new ballast and not a new bulb. The ballast is a little box or can that contains a condenser. It is necessary to create proper voltage and power factor conditions to get the light started and keep it running. This device is expected to wear out and so is made easy to replace.

Beyond these obviously simple checks you will have to rely upon someone with at least a basic knowledge of wiring and the workings of electricity. Yet it is surprising how many electrician's calls involve just a review of these simple checks. □□



Above: Chemical treatment of soil reduces seasonal variation in ground resistance

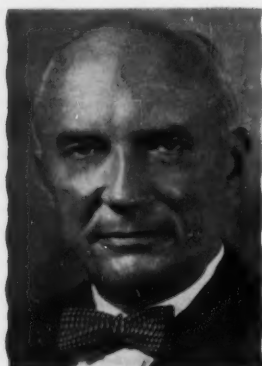
Left: Multiple-rod ground connection cuts resistance. Rod spacing is factor, too

# NEWS

From the

## ALLIED TRADES

### American Laundry Machinery Appointments



RAYMOND ANTHONY



MONTE HUEBSCH, SR.



FRED H. ALLEN

The appointments of Monte F. Huebsch, Sr., Fred H. Allen and Raymond Anthony as vice-presidents of The American Laundry Machinery Co., Cincinnati, Ohio, have been announced by James M. Garvey,

president. All three men are directors of the corporation.

These positions were created as a result of the growth and diversification of the company. The new appointees will be assisting C. O. Knowlton, executive vice-president.

Mr. Huebsch joined The American Laundry Machinery Company in 1950 when the Huebsch Manufacturing Co., was purchased. Before being appointed vice-president, Mr. Huebsch was manager of the Huebsch Division.

Mr. Allen, who has been with American Laundry since 1930, will combine his new duties with those of treasurer.

Mr. Anthony started with the company in 1924, working in the Eastern Sales Division before moving to Cincinnati in 1947. Before his new appointment he was general sales manager.

### Pantex Managers Gather for Sales Meeting



Sales and service progress in 1958 was the theme of a recent three-day sales meeting held by

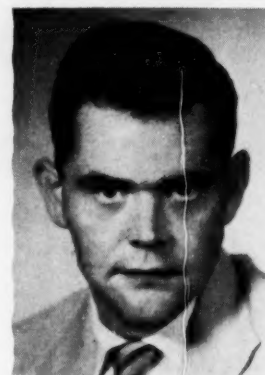
the Pantex Manufacturing Corporation at the company's general offices in Pawtucket, R. I.

Division managers from the U. S. and Canada heard President Norbert House review the past business year, and they assisted, with vice-president and sales manager Marvin Green, in planning additional service expansions for the industry in 1959. During the meeting, managers previewed the newest Pantex equipment and visited plants in the area to watch other Pantex products undergoing operational tests.

Among those at the meeting were, left to right: Del Bonnem, Chicago; Nevin Miller, Los Angeles; Marvin Green, vice-president; Bill Freidell, Kansas City; Norbert House, president; Gaston Albright, Montreal; B. A. Porter; George Gundrum, Pawtucket, and James Macrae, New York.

manufacturers and was former vice-president and director of marketing for a large Chicago advertising agency.

### Two Advance at Staley



FRANK JONES

### Elect Divco-Wayne Executive

Raymond E. Miller has been elected vice-president of marketing and sales of Divco-Wayne Corporation, it has been announced by Newton Glekel, president.

In his new position Mr. Miller will be responsible for sales and marketing of Divco-Wayne's specialized automotive and electronic products.

A graduate of Newspaper Institute of America and Alexander Hamilton Institute, Mr. Miller served with the U. S. Air Force during World War II. He subsequently organized marketing and sales promotion for leading U. S. appliance

Two appointments in the chemical sales department of the A. E. Staley Manufacturing Co. have been announced by Lyle C. Woods, department manager.

Promoted to industrial and chemical sales representative in the Pittsburgh area was Frank Jones, former sales supervisor in the Decatur, Ill., home office.

Succeeding Mr. Jones as sales supervisor is David Cullette who had been assistant manager in the company's export division. A graduate of the University of Illinois, Mr. Cullette has been with Staley's since 1954.

### New York District Wins Wyandotte Trophy



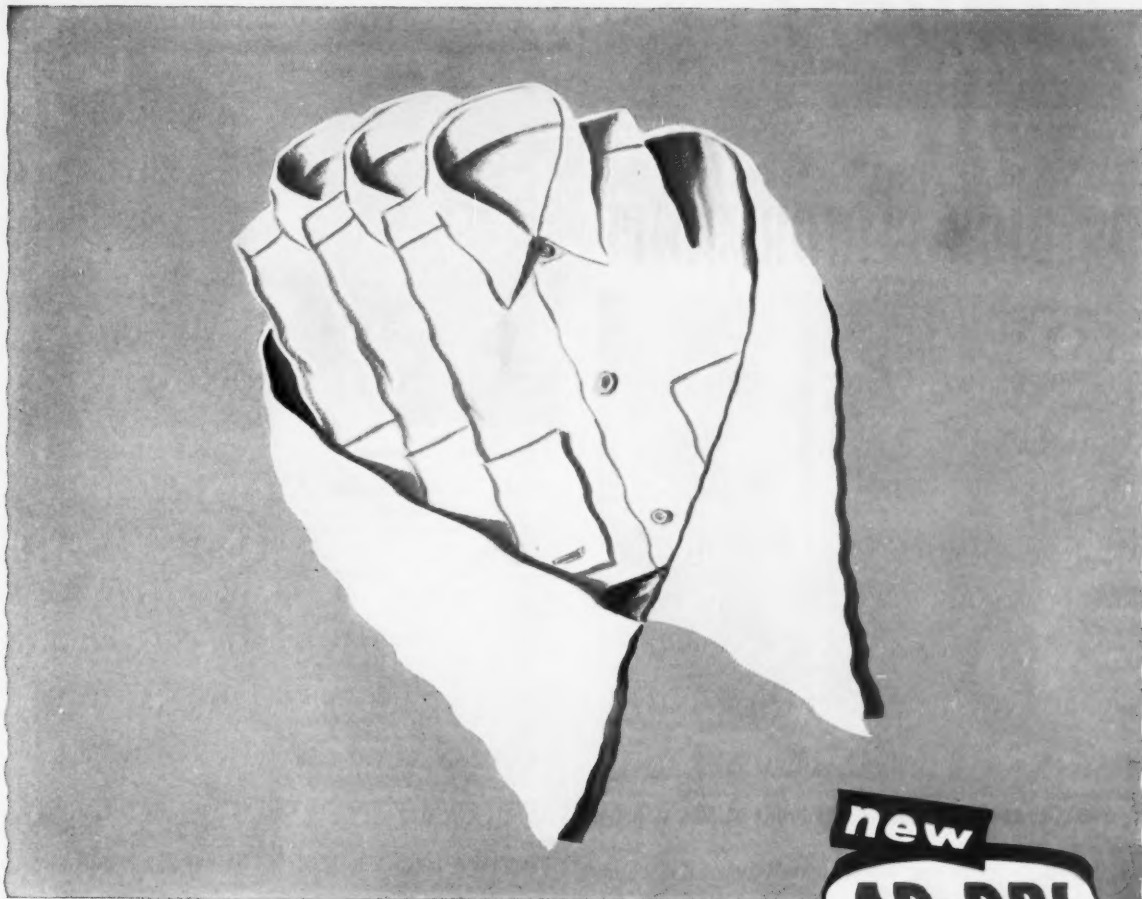
The New York District sales personnel of Wyandotte Chemicals Corp., Wyandotte, Mich., were awarded a silver trophy cup after topping 15 other districts in their 1958 sales record.

The trophy was received by New York sales manager W. C. VanKeuren, center, from Ford

Ballantyne, Jr., left, general manager of the J. B. Ford Division, and Fred Tholen, right, sales manager of the same division. The presentation was made recently during the division's annual district sales managers' conference.

Continued on page 90





**new**  
**AD-DRI**  
**Bleach**

## Collar the white shirt business with

*Watch your white shirt business increase when you use new Ad-Dri Bleach. Ad-Dri gives controlled bleaching action that assures maximum whiteness retention—extra stain removal power—minimum tensile strength loss—the kind of results that bring customers back.*

*Ad-Dri is added dry, directly to the washer just the way it comes from the drum—eliminates annoying bleach solution preparation once and for all. And the convenient measuring cup contained in each drum gives you the right amount every time.*

*Easy to store, convenient and economical to use, Ad-Dri is your best buy for a time-saving, controlled bleach for family, industrial, institutional or diaper laundry service. Ask your laundry supply house for more detailed information, or write today to:*



Packed in 100-lb. Leverpak drums, New Ad-Dri Bleach . . .

- is added dry to the bleach suds
- is added dry—right from the drum
- is easily measured out in the handy Dri-Ador cup

AD-DRI® is a trademark



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CHEMICALS DIVISION • BALTIMORE 3, MD.

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CASTERS AND WHEELS

## FOR HIGH PERFORMANCE

QUALITY IS  
SOUND  
ECONOMY



**RUBBER TREADS . . . .** a wide choice of treads suited to all types of floors, including Darnelloprene oil, water and chemical-resistant treads, make Darnell Casters and Wheels highly adapted to rough usage.

**RUST-PROOFED . . . .** by zinc plating, Darnell Casters give longer, care-free life wherever water, steam and corroding chemicals are freely used.

**LUBRICATION . . . .** all swivel and wheel bearings are factory packed with a high quality grease that "stands up" under attack by heat and water. Zerk fittings are provided for quick grease-gun lubrication.

**STRING GUARDS . . . .** Even though string and ravelings may wind around the hub, these string guards insure easy rolling at all times.



Write today for our

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MANUAL**

Need a source for  
ALL types of  
**CASTERS & WHEELS**  
?

**CALL YOUR LOCAL  
DISTRIBUTOR**

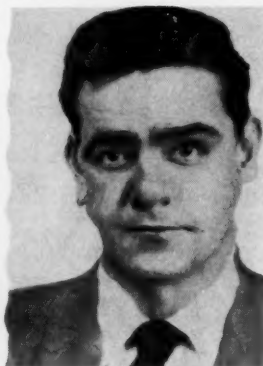
See the "Yellow Pages"

**DARNELL CORPORATION, LTD.**

DOWNEY (LOS ANGELES COUNTY) CALIFORNIA  
60 WALKER STREET, NEW YORK 13, NEW YORK  
36 NORTH CLINTON STREET, CHICAGO 6, ILLINOIS

Continued from page 88

### Wyandotte Transfers Sales Managers



JAMES S. HUBBARD



JAMES L. RAMSEY

Three sales managers of Wyandotte Chemicals Corporation, J. B. Ford Division, Wyandotte, Mich., have been reassigned to new locations, it has been announced.

W. C. VanKeuren, previously district sales manager in New York, has been transferred to Los Angeles in the same capacity.

Succeeding Mr. VanKeuren as New York district sales manager is James S. Hubbard, who transfers from a similar position in Boston.

Mr. Hubbard has been replaced by James L. Ramsey, former sales department head at the Wyandotte offices.



W. C. VANKEUREN

### Cowles Appoints Two Sales Representatives



NORMAN K. LASSITER



SHELTON E. HOBBS

Two new appointments in the laundry chemical department of Cowles Chemical Company, Cleveland, Ohio, have been announced—the first Shelton Earl Hobbs for the Virginia and northeastern North Carolina territory, and the other Norman K. Lassiter for the southern Ohio and West Virginia area.

Mr. Lassiter has had experience as a laundry route salesman and management consultant. His headquarters will be in Cincinnati, it has been announced.

Mr. Hobbs, a native of North

Carolina, has spent the past several years in eastern Virginia, recently as representative of a major soap company. His new headquarters will be in Richmond.

Mr. Lassiter has had experience as a laundry route salesman and management consultant. His headquarters will be in Cincinnati, it has been announced.

## BACK AT THE OLD STAND FOR THE 30<sup>th</sup> TIME!

My many thanks to so many of you in our industry for your continued confidence in our efforts and our fine products. Without your support, NONE of these 30 invigorating visits would have been possible!

The following items will be displayed:

- 2-in-1 Nylon\*
- Nydac 2-in-1\*
- Airpress-Tex Covers\*
- Knit Nylon Flannels
- Nets, all types
- Blanket Binding
- Pillow Ticks
- Permafald Replacement Collars\*
- Laundry Bags

All the above are manufactured and converted by us. Know your source of supply.

See you at  
the Atlantic City Convention,  
Booth #275 on March 5 to 8.

**Sam Zuckerberg**

\*TM Reg. The Zuckerberg Co.,  
87 Franklin St., N. Y. 13, N. Y.



### Acme Nylon Expands

Acme Nylon Products and G & F Mills Corporation are moving to more spacious quarters, it has been announced by Murray Greenwald, president.

Acme's new address will be 2859 Atlantic Ave., Brooklyn 7, N. Y. Mr. Greenwald noted that the company will be using the latest up-to-the-minute equipment and the move is expected to improve service.

### Haertel Elects Executives



S. L. HAMMER

S. L. "Stu" Hammer was elected to the post of secretary

of the Walter Haertel Company, Minneapolis, Minn., at the December board of directors meeting. Walter Haertel, president, also announced the reelection of Lee Barker and Tony Wittry as directors. Donald Lee, chief engineer of the firm, was elected director and Lloyd Fern was named executive vice-president. All of these directors will continue as district sales managers.

According to a report by Mr. Haertel, 1958-59 has already shown a 17 percent increase in business over the same period a year ago. Indications are said to be that construction of new garment storage vaults and enlargement of existing installations will hit a new high during 1959.

### Clinton Names Sales Manager

The Clinton Corn Processing Company, Clinton, Iowa, has announced the appointment of H. C. (Herb) Nickelsen as district sales manager for the metropolitan New York area.

Mr. Nickelsen has been with the company since August 1948 in various capacities including assistant personnel director and assistant sales manager, accord-

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# Polymark

MARK III

CAN YOU GET  
ALL THESE FEATURES



### CHECK These Features For YOUR Plant

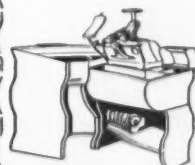
- ✓ Eliminate marks register
- ✓ Faster Marking - just move one lever one notch between bundles
- ✓ Rewashes and repairs quickly returned to correct lot
- ✓ Colors immediately separate lots or service or day, whichever is the most useful information for you
- ✓ Faster more accurate sorting to permanently numbered bins
- ✓ Tabs stick on through any laundry or dry cleaning process
- ✓ Clean - no ink to spill

## NOW AVAILABLE

TAPE RECORDED LISTING  
And  
TICKET PRICING

SEE IT-ATLANTIC CITY  
BOOTHS 829-831

The most complete and efficient method of identification ever offered the industry. You must see it to believe it. Write for further details.



The Polymark Breaking Table and Marking Table with trough complete the picture for the perfect work area. Everything needed is near at hand. Ask about our special low prices.

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FOR FREE BOOKLET

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**PINNACLE PRODUCTS**  
CORPORATION  
188 Tarrytown Road, Elmsford, New York



## keeps them smiling – and coming back for more!

Your customers may not know why you turn out a better job, but one of the big answers is Jomac 54. On your body presses and collar-and-cuff machines, its long-wearing loop-pile fabric gives free passage to steam and hot air. That, plus its scorch resistance, absorbency and resilience, means an outstanding job—one to bring customers back time after time.

Users report that Jomac 54 cuts downtime 75% . . . reduces press padding costs from 25 to 40%. There are no broken buttons, no crow's-feet, no wrinkles. No wonder smart laundry operators swear by it! Get Jomac 54 Press Padding from your nearest laundry distributor. Write for his name and address, Jomac, Inc., Dept. 1, Philadelphia 38, Pa.

**24-K Press Padding and Jomac 33 also available**



**NO BROKEN  
BUTTONS**



**NO CROW'S-FEET**



**NO WRINKLES**

# JOMAC 54

## PRESS PADDING

ing to H. A. Bendixen, Clinton vice-president and general sales manager.

Fleming represented Economics Laboratories in New England. He served three years in the Navy during World War II after his graduation from Fairleigh Dickinson College.

### Keever Representative



**WILLIAM FLEMING**

William Fleming has been appointed sales-service representative for the Keever Starch Co., Columbus, Ohio, according to an announcement made by R. W. Allen, sales manager. Mr. Fleming's territory will comprise all of the New England states.

For the past nine years Mr.

### Cowles European Agreement

Increased demand for detergents in Europe has resulted in the recent opening of the first major French plant for production of cleanser components, it has been announced by Cowles Chemical Company of Cleveland, Ohio.

The million-dollar factory, located at Nogent L'Artaud near Paris, is expected to produce sufficient quantity of anhydrous sodium metasilicate to satisfy French requirements under a process licensed from Cowles. The chemical, a basic cleanser ingredient, is being made by Sifrance, a jointly owned subsidiary of four French silicate manufacturers.

Growth in use and popularity of detergents in Europe, while lower in volume than in the United States, has almost paralleled U. S. growth proportionately, according to Cowles.

### NEW PRODUCTS AND LITERATURE

*Continued from page 4*

terial to be used, keeping the rest of the roll intact and protected from dust and soil. It has clear cellophane windows for easy color identification. Complete instructions for applying the tape are printed on the bottom of the box.

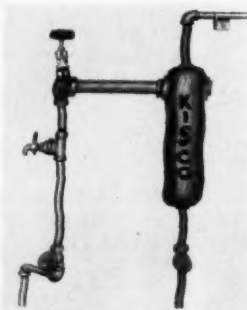
Iron-on Fabric, a thermoplastic-type mending tape, is available in 3-inch by 72-inch rolls in a choice of 12 fast colors. It can be pressed on with a hot iron and provides a mend or reinforcement that, according to the manufacturer, will last for the life of the repaired item, retain its soft, pliable texture after repeated laundering or drycleaning, and withstand autoclaving.

For further information write to Lucas Products Corporation, 3839 Seiss Ave., Toledo 12, Ohio.

### Kisco Markets New Valve

A valve control to provide continuous boiler blowdown, the Kisco Contin-U-Blo, has been introduced to prevent inefficiency and waste often experienced when the operation is performed manually.

In explaining the simple Contin-U-Blo method, the manufacturer notes that blowing



down manually is entirely dependent on the individual and is not always done properly because of the human element of error. This can result in loss of heat units, water and poor steam production.

Contin-U-Blo can be quickly installed on any boiler and the Kisco flow-control valve can be set for any volume of blowdown. The makers add that it functions automatically without affecting boiler pressure or causing loss of steam.

Kisco claims maintenance



## FLATWORK PRODUCTION TIED-DOWN BY STRINGS OR TAPES?

### Investigate the New Zeidler Stripping and Guide Device

Eliminate the need for daily re-stringing and changing of tapes! Now you can have better finishing without downtime. Patented ZEIDLER Stripping Device gives you *continuous* stripping. Heat-proof steel bands let you set rolls for proper graduation. No string breakage—no marks—no wrinkling or cutting. Quickly and easily installed. Reasonably priced. Call your jobber, or—

Write for Facts on ALL these

#### ZEIDLER Quality Laundry Specialties:

- Spring Cushions for Ironers • Spring Pads for Laundry and Drycleaning Presses • "Sur-Drive" Feed Ribbon Kit • Doffer Rolls.

ZEIDLER MANUFACTURING COMPANY, INC.  
MAMARONECK, NEW YORK

costs will be low as there are no mechanical moving parts—only a few simple pipe fittings are required. The heating unit is totally enclosed by the extended walls of the drier.

For more detailed information write to Kisco Boiler & Engineering Company, 2400 DeKalb Street, St. Louis 4, Mo.

#### New Gas-Fired Drier



A new, improved 36-by-30-inch gas-fired drier, recommended for the coin-meter laundry, has been announced by W. M. Cissell Manufacturing Co., Inc. The drier has an all new heating unit with two gas burners, each having an input of 80,000 B.t.u. per hour.

A solid latched cover in the extended front wall has a flanged frame to facilitate in-wall mounting. Adjustable burner orifices are provided for each burner of the heating unit. An air switch cuts off the gas when the door or lint drawer is opened, when the fan stops, or when exhaust piping is obstructed or installed incorrectly. Another improvement is built-in thermal overload protection in each motor.

These new features are included on the standard 36-by-30-inch gas-fired drier with time and temperature control, as well as on the coin-operated drier.

For complete details write W. M. Cissell Manufacturing Co., Inc., 831 S. First St., Louisville, Ky.

#### Manitowoc Primeliner

Manitowoc Engineering Corp. has announced a new perchlor single-bath Primeliner 50 dry-cleaning system which handles over 150 pounds an hour.

A patented feature of the Primeliner 50 system is the 40 g.p.h. No-Surge-Over still



## NEW MARLYN PACKAGES

**+ PLUS  
NEW  
VENDING  
MACHINES**

**EQUALS**

**a real profit  
package for coin  
operated laundries**



Packages have two compartments each containing enough for a 9 pound washerload. Packages vend for 10¢ each and give you a good mark-up.

Machines were specially designed for Marlyn packages. (However, Marlyn packages will fit several other machines now in use.)

Both single column machines (holding 18 pkgs.) and double column machines (36 pkgs.) are available.

Suggest you vend fast moving Lo-Suds in the double column machine—Lumar and Bleach in single column machines. Machines are so inexpensive you can afford to have two for each product, thus assuring uninterrupted service. Note: Lo-Suds and Bleach are also available for bulk dispensers. Decals are furnished to identify specific product in each machine.

Don't delay—talk to your laundry supply distributor or write us for full information.

**MARLYN CHEMICAL  
COMPANY, INC.**  
LAKEVIEW, OHIO

**QUALITY**



**LEADER**

**PINS**

**NET PINS  
MARKING PINS  
BLANKET PINS  
SAFETY PINS  
STRAIGHT PINS**

- Coiled or Coil-less
- Brass, Stainless, Brass Finish
- "Brass-Stainless" Combination
- Sizes — 1½-inch to 5½-inch
- Sharp or Slenderized Ball Point
- Plain, Numbers, Letters, Special

**PIN CARRIERS — Brass or Canvas  
COLOR-CODED FLAG MARKERS  
PIN SET TRANSPORTS  
PIN STRAIGHTENERS**

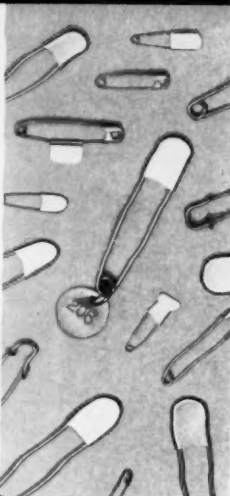
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Battle Creek, Mich.

**See You in Atlantic City Mar. 5-8 — Booth 577**



get the facts on

**POWDERED KARAGAMI**

**IRONER WAX**

and

Meet our Staff

at

**BOOTH 66**

**NID Annual Convention and Exhibit**

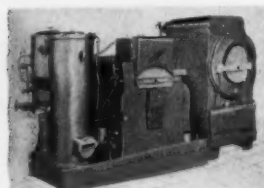
**Atlantic City, March 5-8**

**CONCORD CHEMICAL CO., INC.**

205 South Second Street, Camden 1, New Jersey

Phone: WOadlawn 6-1526

which, claims the manufacturer, prevents contamination of dis-



tilled solvent by eliminating surging over and foaming over.

### Electric Pilot for Gas Burner

Development of a new electric pilot light for gas-fired power burners has been an-

nounced by the engineering department of National Combustion Co.

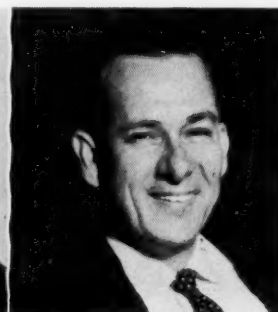
The new split-flame pilot is said to insure safe, foolproof and positive ignition under adverse draft conditions, insuring hot water at all times. Natco reports using this instantaneous electric ignition instead of the 24-hour-per-day constant-burning pilots on its gas models because it not only effects a big saving in gas consumption, but there are no constant burning pilots to be snuffed out by bad draft conditions or air exhaustion.

For further details write to National Combustion Co., 101-06 43rd Ave., Corona 68, N. Y.

president and sales manager died as the result of an airplane crash at Anderson on January 13. The plane, which had been chartered from the Roscoe Turner Aeronautical Corporation of Indianapolis for the flight to Anderson, crashed on landing at the Anderson Airport. Mr. Emile and the pilot were killed instantly and Mr. Solomon died of burns several hours later.



RAY SOLOMON



JOHN EMILE

## Obituaries

**John E. Burkhardt, Sr.**, 90, founder of Burkhardt's Laundry and Dye Works, Houston, Texas, died recently. The establishment, founded in 1893, is now operated as Burkhardt's Laundry, Cleaners & Storage. Mr. Burkhardt was a trustee of Memorial Hospital, Star of Hope Mission, the Buckner Orphans' Home in Dallas from 1942 to 1949, and a member of the Kiwanis. Surviving are his wife and two grandsons.

**John Emile**, 35, Southeastern district sales manager of Forse Corporation, Anderson, Indiana, and **Ray Solomon**, 31, vice-

president and sales manager died as the result of an airplane crash at Anderson on January 13. The plane, which had been chartered from the Roscoe Turner Aeronautical Corporation of Indianapolis for the flight to Anderson, crashed on landing at the Anderson Airport. Mr. Emile and the pilot were killed instantly and Mr. Solomon died of burns several hours later.

Mr. Solomon joined the Forse organization in March 1955 as national sales manager. Later that year he was advanced to vice-president, retaining his sales position. Mr. Solomon attended the University of Missouri, graduating in journalism. He served in the U. S. Navy, and following his discharge was sales manager, first for Conlon-Moore Corporation and then for Gerber Enterprises, both of Chicago. Before joining Forse, Mr. Solomon occupied a top sales post for the Norge Division of Borg-Warner Corporation. Surviving are his wife and two sons.

**Arthur C. Lear, Sr.**, former manager of Mohawk Laundry, Troy, New York, died recently. Mr. Lear was a member of Cohoes Lodge, F&AM. He is survived by his wife, three daughters and a son.

**Harry Leeds**, 81, operator of a laundry in Malden, Massachusetts, died recently. A native of Russia, Mr. Leeds lived in Chelsea before moving to Malden 35 years ago. Surviving are his wife, two daughters and three sons.

**J. J. (Jake) Newbauer**, 72, former operator of a laundry and drycleaning establishment in Greenville, Ohio, died recently following a six-month illness. Mr. Newbauer operated the establishment for 25 years. He was a charter member of the Greenville Rotary Club and a member of the Darke County Fish and Game Club. Surviving are his wife, two daughters and a stepdaughter.

## Convention Calendar

**American Institute of Laundering**  
Atlantic City, New Jersey,  
March 2-4, 1959

**Southwestern Linen Supply Association**  
Eola Hotel, Natchez, Mississippi,  
March 2-4, 1959

**National Institute of Drycleaning**  
Atlantic City, New Jersey,  
March 5-8, 1959

**New England Linen Supply Association**  
Somerset Hotel, Boston, Massachusetts,  
March 6-7, 1959

**Massachusetts Laundry Owners Association**  
Statler Hotel, Boston, Massachusetts,  
April 3-4, 1959

**Diaper Service Institute of America**  
Edgewater Beach Hotel, Chicago, Illinois,  
April 12-15, 1959

**National Association of Institutional Laundry Managers**  
Mayo Hotel, Tulsa, Oklahoma,  
April 23-25, 1959

**Connecticut Launderers & Cleaners Association, Inc.**  
Hotel Statler, Hartford, Connecticut,  
April 25-26, 1959

**Pacific Northwest Launderers and Dry Cleaners Association**  
Ridpath Hotel, Spokane, Washington,  
April 30-May 2, 1959

**Maryland, District of Columbia & Virginia Laundry Owners' Association**  
Williamsburg, Virginia,  
May 3-5, 1959

**Linen Supply Association of America**  
Americana Hotel, Bal Harbor, Florida,  
May 11-14, 1959

**Idaho Launderers and Cleaners Association**  
Rogerson Hotel, Twin Falls, Idaho,  
May 14-16, 1959

**California Laundry and Linen Supply Association**  
Awahnee Hotel and Yosemite Lodge, Yosemite Valley, California,  
May 16-18, 1959

**Oregon State Laundry Owners' Association**  
Timberline Lodge, Mt. Hood (Portland), Oregon,  
May 21-23, 1959

**Ohio Laundryowners Association**  
Beatley's on the Lake, Indian Lakes, Russell's Point, Ohio,  
May 22-24, 1959

**Illinois Laundry Association**  
Iowa Institute of Laundering Joint Annual Convention  
Edgewater Beach Hotel, Chicago, Illinois,  
May 28-29, 1959

**Southern Laundry and Cleaners Association**  
Holiday Inn, Memphis, Tennessee,  
June 6-7, 1959

**North Carolina Association of Launderers and Cleaners**  
Robert E. Lee Hotel, Winston-Salem, North Carolina,  
June 17-18, 1959

**West Virginia Launderers & Drycleaners Association**  
Beckley, West Virginia,  
June 19-20, 1959

**Southeastern Linen Supply Association**  
Castle In The Clouds Hotel, Lookout Mountain, Tennessee,  
June 25-27, 1959



**Balloon your shirt volume!**

... by doing a complete job.

Be sure all those buttons are firmly in place!

Sew them on with a Chandler Button Sewer.

Available from most jobbers or write for details.

**Chandler** MACHINE COMPANY  
AYER, MASSACHUSETTS

**Washette Cook**  
AMERICA'S LEADING OPEN-END WASHER



THE WISE ONES OWN . . .

**Washette**

Profits go up!  
Costs go down!

**WASHETTE**—the choice of experienced successful, up-to-the-minute commercial laundry operators.

**WASHETTE**—completely flexible, handles all washing jobs, large or small!

**WASHETTE**—higher production, turns out more work faster, more uniformly clean.

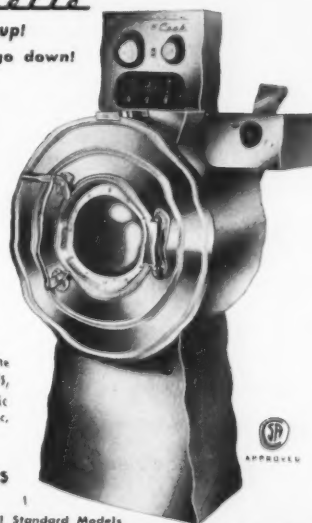
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Only **WASHETTE** offers complete line pedestal and cabinet models, sizes 25, 50, 75, 100 lb. Automatic with supply injector, semi-automatic, manual, and automatic.

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**WASHERS - EXTRACTORS**  
**DRY TUMBLERS**

48-Hour Shipment on all Standard Models



**Cook Machinery Co., Inc.**  
4301 S. Fitzhugh Ave. Dallas 10, Texas



The chances are, our doctors tell us, that one in every four of your employees (whether key executives, skilled workers, experienced secretaries or valued clerks) will develop cancer at some time in their lives. What is worse, many of them may die *needlessly*, unless they know how to

guard against it. To help save the lives of more of your fellow-workers, call or write our nearest office for information about a free employee education program, geared to your particular factory or office.

American Cancer Society





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10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat).

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Ads including full payment must be in our hands by the first of the month. Payment should accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us. Rates are net; not commissionable.

Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 305 East 45th St., New York 17, N. Y.

## LAUNDRIES AND CLEANING PLANTS FOR SALE

**LINEN SUPPLY AND FAMILY PLANT NORTHERN NEW YORK. OWNER WISHES TO RETIRE. EXCELLENT OPPORTUNITY FOR AGGRESSIVE PARTY. FAST-GROWING AREA. ADDRESS:** Box 1866, STARCHROOM LAUNDRY JOURNAL. -8

Laundry and drycleaning plant in Louisiana. Established twenty-six years. Building only two years old, in growing community in oil area, also nearly completed U. S. Air Base. Wish to retire. **ADDRESS:** Box 1884, STARCHROOM LAUNDRY JOURNAL. -2

Illness of owner necessitates early sale of complete and expanding country laundry in New England town with excellent year-round \$60,000 volume business. With double house \$52,000—without \$40,000. For full details write Wheeler & Taylor, Inc., Great Barrington, Mass. 1953-2

Commercial laundry in town of 22,000. Grossed over \$65,000 in 1957. Included in price is a 16 Westinghouse coin-operated division and 5 twin Cissell tumblers. \$55,000 without real estate, \$75,000 with real estate. Schuette's Laundry, Columbus, Indiana. 1954-2

**DRYCLEANING AND SHIRT LAUNDRY. DEPRESSION-PROOF WASHINGTON, D. C.** Terms to responsible party. Priced less than value of equipment, for quick sale. Act now. A man and wife team can step right into a profitable business with very little cash. Mr. Peeler, 6502 Queens Chapel Road, Hyattsville, Maryland. 1964-2

Profitable, modern, well-established commercial, linen rental, family laundry and drycleaning plant. Present volume will gross \$200,000 plus annually and growing. Own water system, good labor market. Real estate can be purchased or leased. Located in fastest growing section on Florida's West Coast. Doctor orders owner to retire. **ADDRESS:** Box 1966, STARCHROOM LAUNDRY JOURNAL. -2

**FOR SALE—Complete laundry and drycleaning plant with \$100,000 annual volume in growing north Georgia community. Drycleaning two-thirds of total volume. Price \$50,000, \$15,000 down, balance \$5,000 yearly. P. O. Box 12074, Northside Beach, Atlanta, Ga. 1967-2**

For sale: Southern New England laundry and drycleaning plant, excellent mechanical shape, 4 routes, large office, business over \$150,000 year volume. Reasonable terms. **ADDRESS:** Box 1978, STARCHROOM LAUNDRY JOURNAL. -2

## SITUATIONS WANTED

**SALES AND ADVERTISING MANAGER—excellent executive background in all phases of laundry and drycleaning merchandising. Interested in position with top-quality, sales-minded firm located in West or Middle West. ADDRESS:** Box 1947, STARCHROOM LAUNDRY JOURNAL. -5

Laundry and drycleaning manager desires position with future, capable of handling large volume, years of proven experience in all departments. Best references. **ADDRESS:** Box 1948, STARCHROOM LAUNDRY JOURNAL. -5

Route Sales Supervisor: Desires position with a progressive concern. I have a college education with 20 years of laundry and drycleaning experience. I also can furnish the best of references, personal and business qualifications. **ADDRESS:** Box 1960, STARCHROOM LAUNDRY JOURNAL. -5

**LAUNDRY SUPERINTENDENT WITH MANAGERIAL ASPIRATIONS.** Well schooled; 6 years diversified experience with large industrial laundry. Excellent personnel relations and working knowledge of plant production. Seeking relocation in California. Prefer Los Angeles or San Francisco area. **ADDRESS:** Box 1973, STARCHROOM LAUNDRY JOURNAL. -5

## SITUATIONS WANTED (Cont'd)

**LAUNDRY and DRYCLEANING MANAGER,** young and dynamic, seeks position in small to medium size plant in New York—Metropolitan area, or Westchester. Start on salary plus commission, later interested in eventual partnership. Top references. **ADDRESS:** Box 1974, STARCHROOM LAUNDRY JOURNAL. -5

Foreman-superintendent—desires departmental supervisory or production superintendent position. Capable and years of experience in all departments, system and services. Can produce quality and quantity economically. Highest recommendations. Knowledge of sales, office and drycleaning. Location immaterial. **ADDRESS:** Box 1975, STARCHROOM LAUNDRY JOURNAL. -5

**MINT,** the only licensed and bonded employment agency specializing in the placement of personnel in the **LAUNDRY and DRYCLEANING** industry exclusively. **IS** now expanding its services nationally. At the head of this organization is Mr. A. Mintz, BS, MBA, who has been general manager, plant manager and chief industrial engineer with some of the largest plants in the East. **THERE IS NO CHARGE TO EMPLOYERS** for our services. If you need managers, superintendents, routemen, engineers or foremen, list your requirements with **MINT PERSONNEL SPECIALISTS**, 111 West 42nd Street, New York 36, N. Y. LOngacre 3-0880. 1979-5

**LAUNDRY MANAGER** ready for one of the top positions. Educated as a production engineer. Trained in all phases of laundry management at A.I.L. Seven years experience in management of multi-plant operation. Five years as a plant superintendent. Proven ability. Chicago area only. **ADDRESS:** Box 1980, STARCHROOM LAUNDRY JOURNAL. -5

## HELP WANTED

**MANAGER FOR INDUSTRIAL LAUNDRY.** Are you aggressive—do you want to increase your income? We want men with managerial experience in the industrial laundry and linen supply industry. Communicate with National Industrial Laundries, 1100 Sherman Avenue, Elisabeth, N. J. 1672-7

**SALESMAN FOR GREATER CHICAGO AREA—**to commercial laundries, institutions, linen supply houses for national manufacturer of washroom supplies. At least two years laundry experience necessary—need not have been in sales. Must live in Chicago area. Salary plus bonus plus car plus expenses. Write, giving complete resume. **ADDRESS:** Box 1897, STARCHROOM LAUNDRY JOURNAL. -7

**OUTSTANDING OPPORTUNITY** for a young ambitious man who wants his own business. Must possess high management ability, knowledge of all phases of the laundry and drycleaning industry and experience in cost and quality control. Applicant must be capable of assuming full responsibility of plant doing \$400,000 annually. Owner wishes to retire. Excellent starting salary plus a profit-sharing plan whereby the right person can buy part ownership without a down payment, with the possibility of gaining full control on a ten-year plan. Plant located in the Middle West. Only men of high caliber need apply as all replies will be carefully screened. In replying give full information about yourself including marital status, education, experience, references and photo. All replies confidential. **ADDRESS:** Box 1976, STARCHROOM LAUNDRY JOURNAL. -7

Rocky Mountain area—laundry supervisor for shirt and wearing apparel department, approximately 65 employees. Must have ability to control quality, costs, production and train help. Paid vacation, sick leave, retirement, hospital and life insurance. In reply please state experience and salary requirements. Furnish complete references. **ADDRESS:** Box 1977, STARCHROOM LAUNDRY JOURNAL. -7

## CONSULTANTS

Surveys of complete plants, of single departments, or individual problems. Any type laundry—commercial, linen supply, family, industrial, institutional. All phases including methods, incentives, layouts, production controls, mechanical, chemical, textile. **HARRY COHEN, LAUNDRY MANAGEMENT CONSULTANT**, 745 Fifth Avenue, New York 22, N. Y. Tel: Eldorado 5-1355. 1612-25

**CONSULTANTS:** Costs eat up more than 90% of your revenue. Cut costs by \$100 week—it's almost as good as \$1,000 sales increase. Put tested cost-cutting ideas to work in your plant. Not by swinging the axe—1959 demands keener precision methods to get real (not imaginary) savings. 20 years of successful laundry management consultant service have taught us how to help you. Pick our brains for your own benefit. Let's talk it over—no charge. **VICTOR KRAMER CO., INC.**, Laundry Management Consultants, 545 Fifth Avenue, New York 17, N. Y., Tel: MU-7-5440. 1962-25

## PROFESSIONAL NOTICES

**CARRUTHERS' BULLETIN**—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. **John Carruthers & Co., Inc.**, 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 801-27

## BUSINESS SERVICE

Double-breasted suits made single. \$9.95. Wholesale by mail or tailoring any kind. **Talis**, 11 Pleasant Street, Worcester, Mass. 1912-10

## MISCELLANEOUS MERCHANDISE FOR SALE

**LAUNDRY LISTS**—4 1/4 x 11"—\$1.50 per 1,000 in 15,000 lots. White 16 lb. bond. **Park Printing**, 1323 Pennsylvania Avenue, Pittsburgh 33, Pa. 1799-45

**SPECIAL OFFER, FINE QUALITY 24 x 36 NYLON LAUNDRY NETS, ONLY \$13.50 DOZEN. SEND \$1.25 FOR SAMPLE NET. L. S. SUPPLY COMPANY**, 211-57 18th AVENUE, BAYSIDE 40, N. Y. 1914-45

**LAUNDRY PIN MARKING SETS.** 24 trays per set, 20 pins per tray. 2" pins marked "F1" thru "F24." Each set contained in metal carrying case. New Government surplus, manufactured by Keyes-Davis. Price \$15 per set. **Oldfield Equipment Company**, Cincinnati 16, Ohio. 1963-45

## SUEDE AND LEATHER SERVICE

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAYOTEX** process. You will become a regular customer. **C. O. D. CLEANING & DYEING CO.**, 1430 Harrison St., Davenport, Iowa. 654-13

**SUEDE AND LEATHER**—Cleaned, dyed, refinished. Guaranteed "FRENCH-TEX" process. Jackets—\$5, coats—\$10. **LaFRANCE DYE HOUSE**, 7600 Carnegie Ave., Cleveland 3, Ohio. "Members of the S.L.R.A." 1930-13

## REPAIRS — PARTS — SERVICE

**REPAIR PARTS FOR ASHER IRONERS; GEARS ALL SIZES.** Expert service men. full line of Asher ironers rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO.**, 29 Calumet Street, Newark 5, N. J. 1228-37

## MACHINERY WANTED

**WANTED, MONEL METAL WASHERS**, all sizes, and any other laundry equipment. Interested in buying entire plants for export, highest prices paid. **ADDRESS: Box 874, STARCHROOM LAUNDRY JOURNAL.** -3

Six- and eight-roll **IRONERS.** All makes and sizes, 54", 50" and 48" Notrux extractors; eight- and six-roll American or Troy ironers. Highest prices paid! **ADDRESS: Box 1414, STARCHROOM LAUNDRY JOURNAL.** -3

## MACHINERY FOR SALE

**PROSPERITY TWO-GIRL SHIRT UNITS**, rebuilt and guaranteed. **Talley Laundry Machinery Co.**, Greensboro, N. C. 1269-4

**10" HUEBSCH HANDKERCHIEF IRONERS** with buffers, like new. **Talley Laundry Machinery Co.**, Greensboro, N. C. 1807-4

**UNIPRESS TWO-GIRL SHIRT UNIT**, rebuilt. **Talley Laundry Machinery Co.**, Greensboro, N. C. 1277-4

**30 x 30 AMERICAN STAINLESS-STEEL WASHERS**, excellent condition. **Talley Laundry Machinery Co.**, Greensboro, N. C. 1278-4

**AMERICAN and TROY 5-ROLL 100" IRONERS**, ironing goods on both sides in single pass. Can be arranged for return feed. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

**CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR PINCH- AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck Street, Brooklyn 6, N. Y. 9706-4

**TROY and AMERICAN LATE-TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

**WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT.** 30 x 30", 36 x 54", 42 x 72" and 44 x 84". Ready for immediate delivery. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6661-4

**6-ROLL 120" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

**AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS. COMPLETE WITH VARIABLE-SPEED MOTORS. NEW MACHINE GUARANTEE.** **CUMMINGS-LANDAU Laundry Machinery Co.**, Brooklyn 6, N. Y. 9318-4

**48 x 124" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 6-, or 9-COMPARTMENT STAINLESS-STEEL CYLINDERS.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 9368-4

**15 POUND AMERICAN AND HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN.** 36" x 30" **HUEBSCH** and **AMERICAN OPEN END TUMBLERS, GAS AND STEAM HEATED.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck St., Brooklyn 6, N. Y. 597-4

**40" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRAKE RELEASE. 40" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MOTOR.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck St., Brooklyn 6, N. Y. 598-4

**MONEL METAL WASHERS, AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN.** 30 x 48", 30 x 30", 24 x 36", 24 x 24". **REBUILT LIKE NEW.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck St., Brooklyn 6, N. Y. 693-4

**60" AMERICAN ZEPHYR, HOFFMAN AMICO AND TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER AND STAINLESS STEEL BASKETS.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck St., Brooklyn 6, N. Y. 600-4

**AMERICAN TILTOR 4-GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

**48" VIERSEN HIGH-SPEED and 48" TOLHURST, DIRECT MOTOR-DRIVEN EXTRACTORS.** Ready for immediate delivery. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4

## MACHINERY FOR SALE (Cont'd)

24 x 120" RETURN-FEED SUPER IRONER, MOTOR-DRIVEN. PRICED RIGHT. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9725-4

AMERICAN and TROY 24" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6868-4

HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUTTER AND TABLE, 4 CISELL MASTER HOSIERY DRYERS, LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4

PROSPERITY POWER CIRCLE AND UNIPRESS LATEST TYPE 4-GIRL SHIRT UNIT FOR COMPLETE MACHINE FINISHED SHIRTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9952-4

MODEL 75, AMERICAN VACUUM STILL, COMPLETE WITH MOTOR-DRIVEN PUMP. 6-NATIONAL HAND AND POWER MARKING MACHINES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 984-4

AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 647-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN TOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

16x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER AND AMERICAN SUPER ZARMO 51" BODY PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4

Five 42 x 84" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4

HIGH-SPEED EXTRACTORS. AMERICAN 17" MONEX 15" and 17" BOCK 30" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4

35" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. EVANS AUTOMATIC SHIRT STARCHING MACHINE. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4755-4

40" TROY and TOLHURST, direct motor-driven and belt-driven extractors. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4755-4

2-ROLL 100", 110" and 120" AMERICAN AND CL RETURN-FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 735-4

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES—COLLAR and CUFF, BOSOM, YOKE and TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9948-4

PROSPERITY LATEST TYPE SPORT SHIRT UNIT, complete with TUMBLER AND DRYSET VACUUM UNIT. Used less than one year. Equal to new in every respect. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1537-4

American and Hoffman 140F drycleaning units, complete in every respect. New-machine condition, at considerable saving over new-equipment price. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 1538-4

ASHER ironers 48 x 120, 32 x 120. Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4

AMERICAN IRONER, 2-roll 100", rebuilt in A-1 condition. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1804-4

Five TROY 48" open-top extractors at a bargain price. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1806-4

PROSPERITY and AJAX air-driven utility presses. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1808-4

Six-roll 120" AMERICAN, PARAMOUNT, SMITH-DRUM rebuilt ironers. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1810-4

42 x 84 and 42 x 96 AMERICAN and HOFFMAN rebuilt washers—in excellent shape. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1811-4

AMERICAN MASTER CASCADE, DOUBLE-END-DRIVEN, CONVERTED TO SILENT CHAIN DRIVE AND "V" BELT DRIVE AT MOTOR, 44 x 96", 44 x 108", 44 x 120" MONEL METAL WASHERS with 3 and 4 pockets. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1726-4

AMERICAN STREAMLINED 6-ROLL IRONER, WITH HAMILTON SPRING PADDED ROLLS AND VACUUM DEVICE. IN NEW-MACHINE CONDITION. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1729-4

PROSPERITY 51" wearing apparel presses. Power Circle, rebuilt. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1803-4

AMERICAN, TROY AND SMITH-DRUM MONEL METAL WASHERS. MOTOR-DRIVEN, 42 x 96" 2-POCKET and 3-POCKET; 48 x 72" 3-POCKET. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1730-4

FURKETT 72" HEATED CONDITIONING TUMBLER, COMPLETE WITH CONVEYOR. IN EXCELLENT OPERATING CONDITION. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1731-4

4—AMERICAN SUPER-ZARMO DUCK COAT PRESSES, 4 AMERICAN FOLDMASTERS, EITHER FOR 7" or 8" FOLD. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1733-4

UNIPRESS CABINET SHIRT UNIT, CONSISTING OF: CABINET BOSOM, CABINET SLEEVE, SPECIAL YOKE PRESS AND AUTOMATIC FOLDING TABLE. EQUAL TO NEW IN EVERY RESPECT. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 305 TEN EYCK ST., Brooklyn 6, N. Y. 1739-4

36 x 30 HUEBSCH GAS-FIRED TUMBLERS, like new. Talley Laundry Machinery Co., Greensboro, N. C. 1279-4

HOFFMAN X MODEL PRESSES, factory rebuilt. Talley Laundry Machinery Co., Greensboro, N. C. 1280-4

40" and 45" AMERICAN all stainless-steel open-top extractors—perfect shape. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1808-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV - 9-6585, has available American Notruz extractor, American 8- and 6-roll ironer, American Cascade 42 x 84; also 9-pocket stainless washer, Hoffman drycleaning and laundry washers, Pellerin-Milnor automatic washers, Hoffman and American 30, 48, and 60" extractors for laundries and cleaners, Hoffman 140F and synthetic cleaning unit. Also Prosperity, Mercury, Manitowoc, Columbia, Butler, Sec-O-Matic synthetic units with Hoyt solvent saver, Prosperity 2-girl shirt unit, Bendix washers, Bock extractors, Huebsch tumblers for launderettes. 1722-4



## MACHINERY FOR SALE (Cont'd)

**IMPERIAL CLEANING MACHINERY COMPANY**, 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has Sec-O-Matic synthetic unit with solvent saver—Mercury—140F unit—60 lb. automatic unit—10 lb. Columbia unit. 1923-4

**IMPERIAL CLEANING MACHINERY COMPANY**, 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has available laundry and drycleaning equipment from several modern plants. Prices reasonable, with terms. Request availability list without obligation. 1924-4

**IMPERIAL CLEANING MACHINERY COMPANY**, 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has large stock of new and rebuilt equipment, reasonable prices and terms, one-year guarantee. Individual machines or complete plants for laundry, synthetic or petroleum, also launderette. List the machines you have for sale with us. 1925-4

**ONE—AMERICAN FULLY AUTOMATIC WASHWHEEL FORMULA CONTROL MODEL 050M. CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 1900-4

**AMERICAN FORMATIC DUCK COAT UNIT COMPLETE. IN EXCELLENT CONDITION.** Used about year and half. **CUMMINGS-LANDAU**, 305 Ten Eyck Street, Brooklyn 6, N. Y. 1909-4

**42 x 84 American Cascade Monel washer**, two pockets, motor-driven, in excellent shape, thoroughly rebuilt, trade-ins accepted. Liberal terms. **D'Angelo & Ash, Inc.**, 301 Beach 71st Street, Arverne 92, N. Y. 1931-4

**36 x 64 American Cascade washer**, two pockets, motor-driven. A modern labor-saving machine at a fraction of new price. **D'Angelo & Ash, Inc.**, 301 Beach 71st Street, Arverne 92, N. Y. 1932-4

**48" Hercules open-top type extractor.** Heavy sturdy machine and a splendid buy. Bargain. **D'Angelo & Ash, Inc.**, 301 Beach 71st Street, Arverne 92, N. Y. 1933-4

**American six-roll ironer**, in unusually good shape, an outstanding buy. We ship all over the country at our low prices. **D'Angelo & Ash, Inc.**, 301 Beach 71st Street, Arverne 92, N. Y. 1934-4

**Prosperity presses**, late PC models, wearing apparel and all combinations of shirt units, two-girl, three-girl, four-girl. Carefully rebuilt at amazing low prices, terms, and trade-ins accepted. **D'Angelo & Ash, Inc.**, 301 Beach 71st Street, Arverne 92, N. Y. 1935-4

**Prosperity automatic shirt-folding table.** A fine labor-saving item at a fraction of new price. **D'Angelo & Ash, Inc.**, 301 Beach 71st Street, Arverne 92, N. Y. 1936-4

**Prosperity cabinet sleeve**, late model, very good shape. A real buy. **D'Angelo & Ash, Inc.**, 301 Beach 71st Street Arverne 92, N. Y. 1937-4

**American return-type ironers**, model #41210, 100-inch size. AC motor-driven. A fine machine for the small plant or drive-in. **D'Angelo & Ash, Inc.**, 301 Beach 71st Street, Arverne 92, N. Y. 1938-4

**A fine line of modern petroleum drycleaning equipment**, washers, extractors, tumblers, filters, etc. Get our prices before purchasing. **D'Angelo & Ash, Inc.**, 301 Beach 71st Street, Arverne 92, N. Y. 1939-4

**36 x 54 American Norwood Cascade washer.** Late model. AC motor-drive. Outstanding value in this popular size washer. **D'Angelo & Ash, Inc.**, 301 Beach 71st Street, Arverne 92, N. Y. 1940-4

**48 x 84" AMERICAN ROTAIRE CONDITIONING TUMBLER. IN VERY GOOD MECHANICAL CONDITION. CUMMINGS-LANDAU**, 305 Ten Eyck Street, Brooklyn 6, N. Y. 1944-4

**5 Huebsch or American Zone-Air open-end tumblers.** AC 220 volt, 3 phase, 60 cycle, practically new. Available, immediate sale. Special price \$295 each. **ADDRESS: Box 792, STARCHROOM LAUNDRY JOURNAL.** -4

**SAGER "B" SPREADER**—with extra set of belts and three shake-out carts. Excellent condition. \$650 or best offer. **Senate Laundry**, 30 "O" St., S.E., Washington 3, D. C., Phone LI 4-1117. 1956-4

Two rebuilt "Wrap-O-Matic" machines are immediately available at substantial savings. Write or call **Rosenthal Mfg. Co.**, 5033 N. Kedzie Avenue, Chicago 25, Illinois., Tel. INdependence 3-1119. 1958-4

**WILLIAMS LAUNDRY MACHINERY CO.**—All sizes and types of laundry and drycleaning equipment, **WASHERS, EXTRACTORS, TUMBLERS, FLATWORK IRONERS**, etc. Items available too numerous to mention. Can satisfy all machinery needs at **BARGAIN PRICES.** We are in a position to furnish parts for all makes and models of equipment available. For further information **CALL** Stillwell 6-6666 or write **WILLIAMS LAUNDRY MACHINERY CO., Inc.**, 37-37 Ninth Street, Long Island City 1, N. Y. 1968-4

Excess equipment from state institution, consisting of: **STREAMLINE 8-ROLL flatwork IRONER**, 9-coil heated Purkett conditioner with conveyor, 54 x 120" and 108" Ellis and Troy Trojan **WASHERS**, Prosperity 454 P.C. and 219 P.O. Presses, 50" **NOTRUX EXTRACTOR** with containers. Must sell immediately! **ADDRESS: Box 1969, STARCHROOM LAUNDRY JOURNAL.** -4

**TROY** two-roll return-type ironers, used only a short time. Priced at half the cost of new machines. New machine guarantee. **IG. WEINGAERTNER & SON, INC.**, 4738 Easton Avenue, St. Louis 13, Mo. 1970-4

**KELSO** blanket fluffer, excellent condition, **HUEBSCH** twin tumbler, gas-heated. **GROSS 30" extractor.** **PROSPERITY** mushroom presses, **PROSPERITY** semi-automatic folding table. **PROSPERITY** yoke presses, **PROSPERITY 35"** and **60"** automatic washers, **HUEBSCH 25"** ironer, **CURTIS 25 HP. air compressor**, **MERCURY** drycleaning unit, **LEEF LEGGERS**, **AMERICAN** Zarmo collar presses, **AMERICAN** Zarmo sleeve presses, **HOFFMAN**, 26" extractor, **IG. Weingaertner & Son, Inc.**, 4738 Easton Avenue, St. Louis 13, Mo. 1971-4

Monel washers, three American Champion Cascade 42 x 84 2-pocket rebuilt, ironer American 6-roll 120", 60# Nu Clean hot perk unit, 30# special perk unit with cooker and still, Standard reclaiming tumbler, extractors, 17, 18, 20, 24, 26", Huebsch tumbler 30 x 36, gas-heated, wood washer 30 x 40 Hoffman rebuilt. Photograph of washers free on request. **Rowe Service Co.**, 2405 Troost, Kansas City, Missouri. 1972-4

**LIQUIDATION:** Complete package laundry plant, can be seen in operation—Altavista Laundry, Altavista, Virginia. Following items in A-1 condition, sold as a whole or in separate pieces: Prosperity Standard 2-girl unit, all flush button presses, 250 EZOS all-purpose air wearing apparel press, with frosted head, lower steam and vacuum. 454 PC wearing apparel press, flush button, 219 P.O. wearing apparel press, flush button, American 100" 2-roll return ironer, 2-18" x 36" Huebsch tumblers, 4-20 pound semi-automatic washers, Prosperity, 2-20" Bock extractors with timers, 17" Bock extractor, Bishop puff set—2-head, sport shirt folder, Bishop 30-gallon starch cooker. Many other miscellaneous items used in laundry operation. **Talley Laundry Machinery Company**, Greensboro, North Carolina, Phone BR 4-1594. 1981-4

**FORSE—2-GIRL SHIRT UNIT**, complete. Used less than 2 years. Cost new \$3,850. Our price \$1,500. 26" **MILNOR EXTRACTOR**, used 2 years, cost new \$1,185. Our price \$600. **1-UNI-MAC WASHER-EXTRACTOR COMBINATION**, used two years, new \$1,495. Our price \$750. **ADDRESS: Box 1982, STARCHROOM LAUNDRY JOURNAL.** -4

**MISCELLANEOUS FOR SALE:** One—starch cooker—30 gallon; one Cissell sock former; Cleaver-Brooks oil burner for 20-50 HP. boiler; one Ribbon Rite laundry marking machine; one Perfection laundry marking machine. **ADDRESS: Box 1983, STARCHROOM LAUNDRY JOURNAL.** -4

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# In the Wash...

## PR-Minded LM

### To the Editor:

I want to thank you for a very nice and objective type of article on our hospital laundry.

Would it be possible to get a few extra copies of the January 1959 issue, in which the article appeared. If it would be also possible, may I have the pictures you took. I would like to make a large display in our lobby.

ALEXANDER E. MARKS

Laundry Manager

The Mountinside Hospital  
Montclair, N. J.

## Net Differences

### To the Editor:

Allow us to congratulate you on your excellent article, "It All Starts With the Net," in the January issue of your fine magazine. Allow us, however, to give our views on several opinions expressed in the article that we do not completely agree with.

1. *Low weight is a desirable quality.* We agree that a 6-pound nylon net is more desirable than a 12-pound cotton net, since the difference in the weights of these nets might be as much as an additional 20 pounds in the payload to a washwheel. Is the laundryowner better off, however, to use a 3-pound nylon net than a 6-pound nylon net? Considering the difference in life expectancy of these two nets, most laundryowners would sacrifice the smaller additional payload for a longer-lasting net. But don't get us wrong; we manufacture nylon nets of all weights.

2. *An open-mesh net is desirable.* Is there any difference in the circulation of the washing formula through the net with 6 large openings per square inch than through a net with 50 small openings per square inch? We do not believe so. But don't get us wrong; we manufacture nets of both types.

3. *The 24-by-36-inch net is the "standard" size.* It is true that the 24-by-36 size is standard for woven nets, but the 21-by-33 or 22-by-33 net is standard for knitted nets, because knitted nets have somewhat more "stretch."

4. *Colored nylon nets may bleed.* It is possible that some manufacturers of nylon nets had this difficulty years ago, but no reputable manufacturer of today would ship out colored nets

which are not completely fast. The laundryowner can perform a simple "crocking" test by wetting a white handkerchief and rubbing the net at one point for 20 seconds. If only faint color comes off, the net is safe to use.

5. *Dacron or Dacron-nylon nets may be better than nylon nets.* The reason Dacron nets did not replace nylon nets when introduced several years ago is that they cost too much and gave inferior performances in most plants. They also have an affinity for greases and oils, and low resistance to ammonia. But don't get us wrong; we manufacture Dacron nets for other industries.

We would be happy to go into further technical details on any of these points with anyone who cares to contact us.

WALLACE FORMAN

Gibraltar Fabrics, Inc.

Brooklyn, N. Y.

## Shirt Rental Down Under

### To the Editor:

We are in receipt of your circular letter and note that our subscription falls due for renewal in January 1959, and we now have pleasure in enclosing cheque, value six dollars, drawn on the First Trust and Deposit Company of Syracuse, N. Y., in payment of same. We are always glad to receive your publication; it keeps us fully informed of trends in U.S.A.

In a recent issue an article appeared relative to a Rental Shirt Service, a matter we are rather interested in because we are one of the largest specialized shirt laundries operating in Melbourne, Australia. At this stage we would like to have an unbiased opinion as to whether this move has been successful in your country, and if so we would appreciate receiving full particulars of just how it operates.

The data required would be the type of shirt supplied, the purchase

price of it to the laundry, the rates charged to clients and, naturally, the conditions under which the offer is made.

D. HUTCHISON

Relova Re-dressing Laundry Pty. Ltd.  
Richmond, Melbourne, Australia

*The program just got under way last August, but we understand that 55 plants are now offering shirt rental service.*—EDITOR

## Visitor From Germany

### To the Editor:

I am here in Germany the sales manager for a big laundry-machinery factory. In February '59 I want to come over to the States to see the Convention in Atlantic City. In connection with this visit I would like to see some of the most important and interesting laundries in the Eastern area of your country. Please tell me the names of some plants, the correct address and if possible the name of the owner or manager.

Many thanks in advance for your information.

FRANZ BESSLING

Engineer

Düsseldorf, Germany

## Music to Our Ears

### To the Editor:

We commend you on the range of information, interest, pertinent matter, covered in your Parade of Progress and Guidebook issue of STARCHROOM.

ALFRED C. DALE

Dale Bros. Laundry, Inc.

Pittsfield, Mass.

## Happy, Right Number

### To the Editor:

I'm very pleased with every part of the telephone story. [See January STARCHROOM, pp. 33-36.] You did such an excellent recap of the Bureau's history.

We've heard much comment about the story locally and are hoping the interest stimulated by it will take root and result in efforts to correct this particular problem.

PEGGY DWYER, Vice-President

Bureau of Laundry and

Dry Cleaning Standards

Washington, D. C.

### Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the laundry industry, your problems and your solutions to problems. Address letters to:

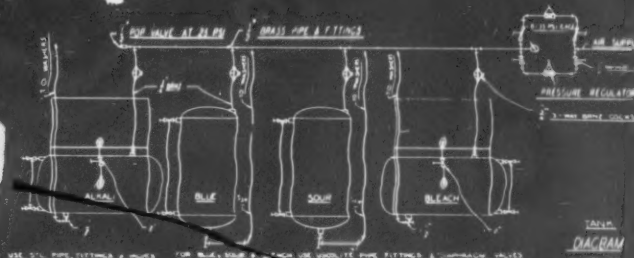
The Editor

Starchroom Laundry Journal  
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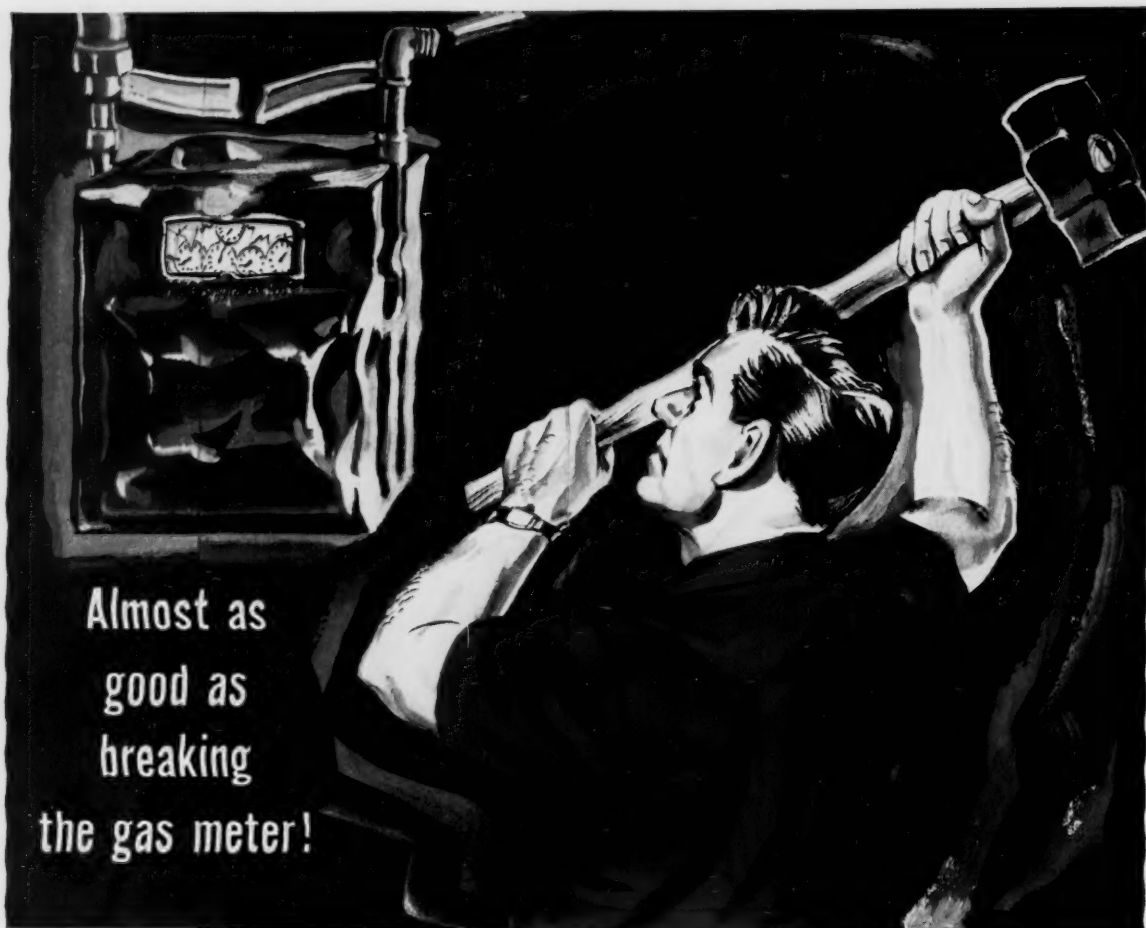
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